IN THIS ISSUE WE

SOUR ON RACE RELATIONS

DUNK CLINTON & DOLE

CREAM BILL GATES

MILK EVERY GAG

No. 343 March 1996

MAD IND ®

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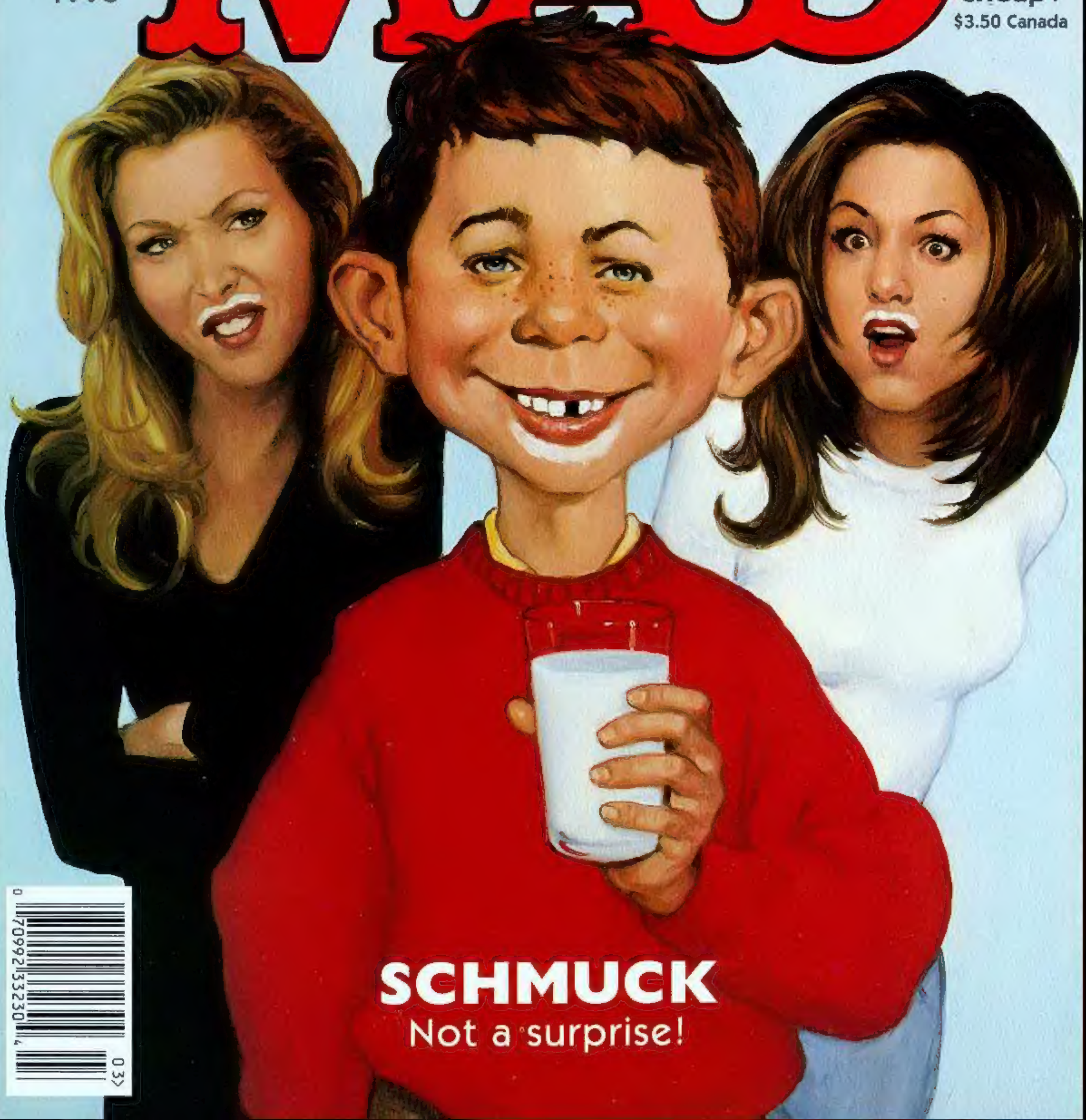

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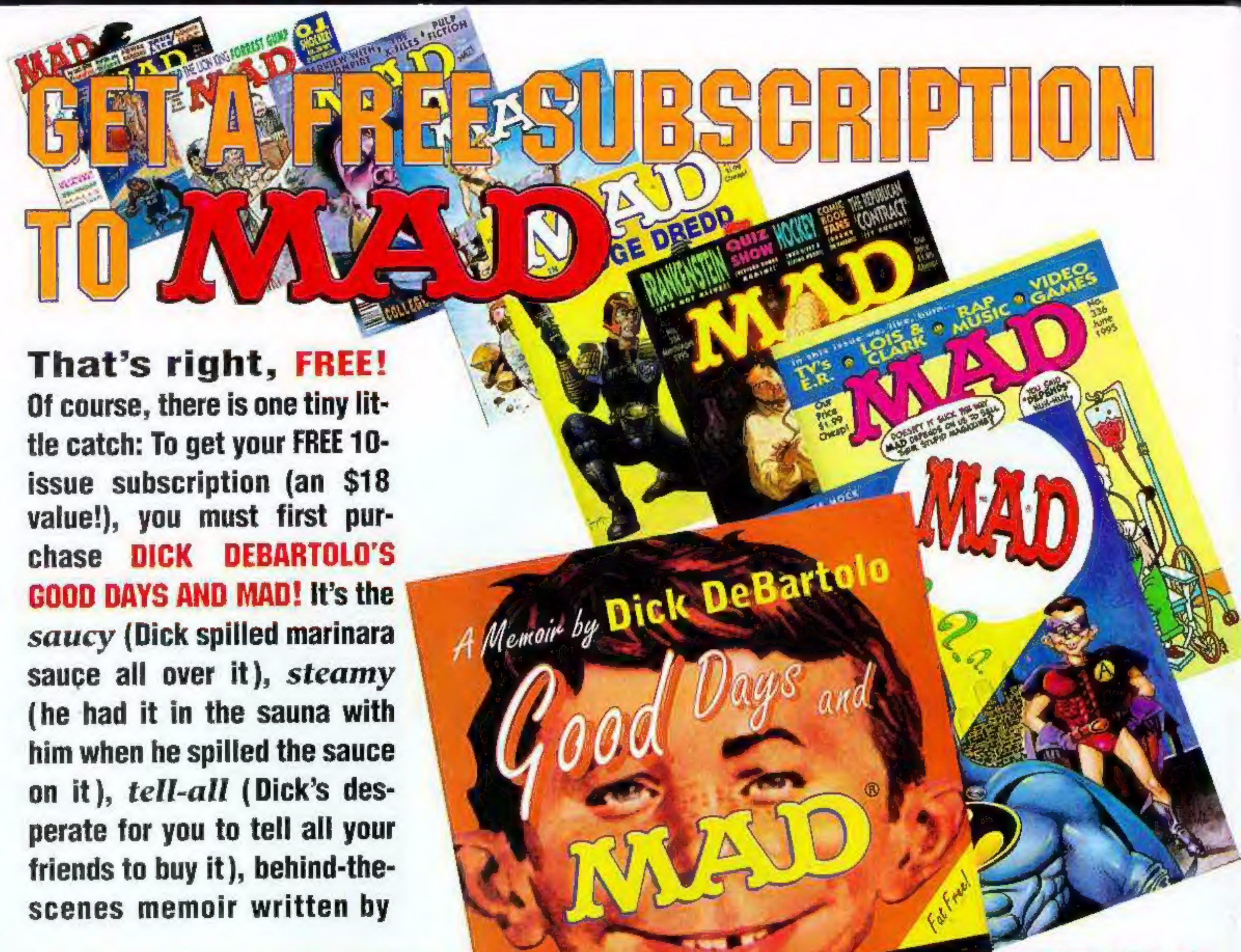

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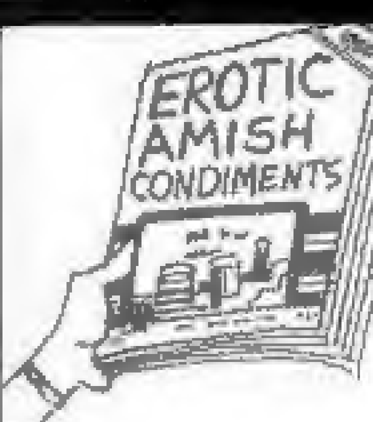

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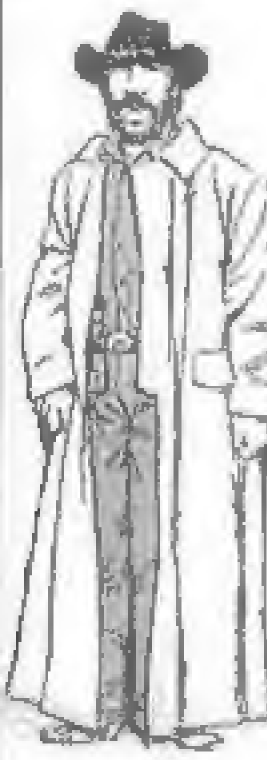
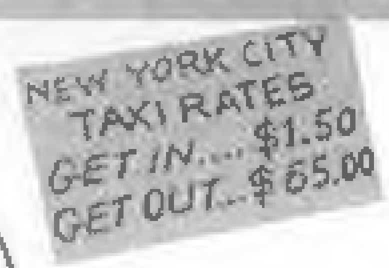


MARCH 1996

MAD

NUMBER 343

"Nowadays, a balanced diet is when every McNugget weighs the same!"
— Alfred E. Neuman



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KLONK!

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Contributing Artists And Writers
the usual gang of idiots

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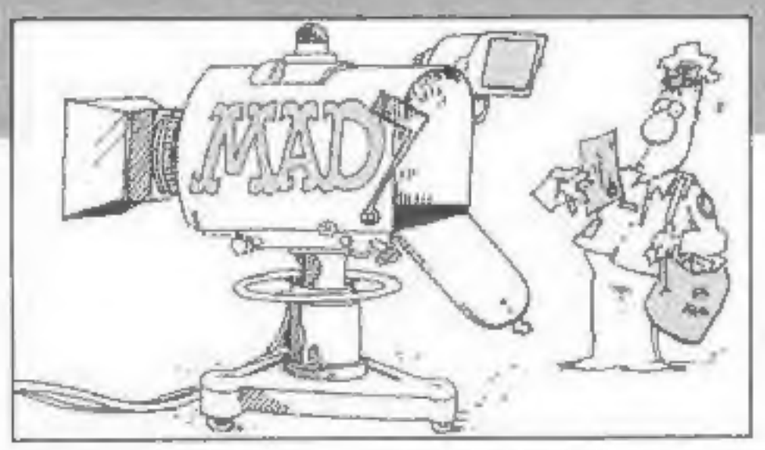


BEATING THE "RAP"

The George Woodbridge/Desmond Devlin portrayal of "The Untold Story of Rap Music Through History" (MAD #340) was pretty funny. I noticed a mistake in one of the titles, however. George Armstrong Custer was not a general at the Little Big Horn battle. True, during the Civil War he rose to the rank of Maj. General (known as the "Boy General"). But, in the regular army later, he held no higher rank than that of Lt. Colonel. Thought you might appreciate this choice bit of military history.

Bob Van Nuys
Stevens Point, WI

Generally speaking, you are correct! —Ed.

APE MISBEHAVIN'

I was always aware that the dweebs, geeks and other members of the MAD gang were a few cards short of a full deck, but in issue #340 you outdid yourselves. On page 30, at the last panel of "When Sesame Street Caves in to the Radical Right," we have a Sesame Street character making the statement, "...And by the Committee to Ban the Teaching of Evolution!" as if this were some Radical Right idea, when anyone with over a 7th grade education knows that the theory of evolution has been totally disproved by modern, objective science. Other than these minor flaws I enjoyed the magazine as I have for the past 30 years or so.

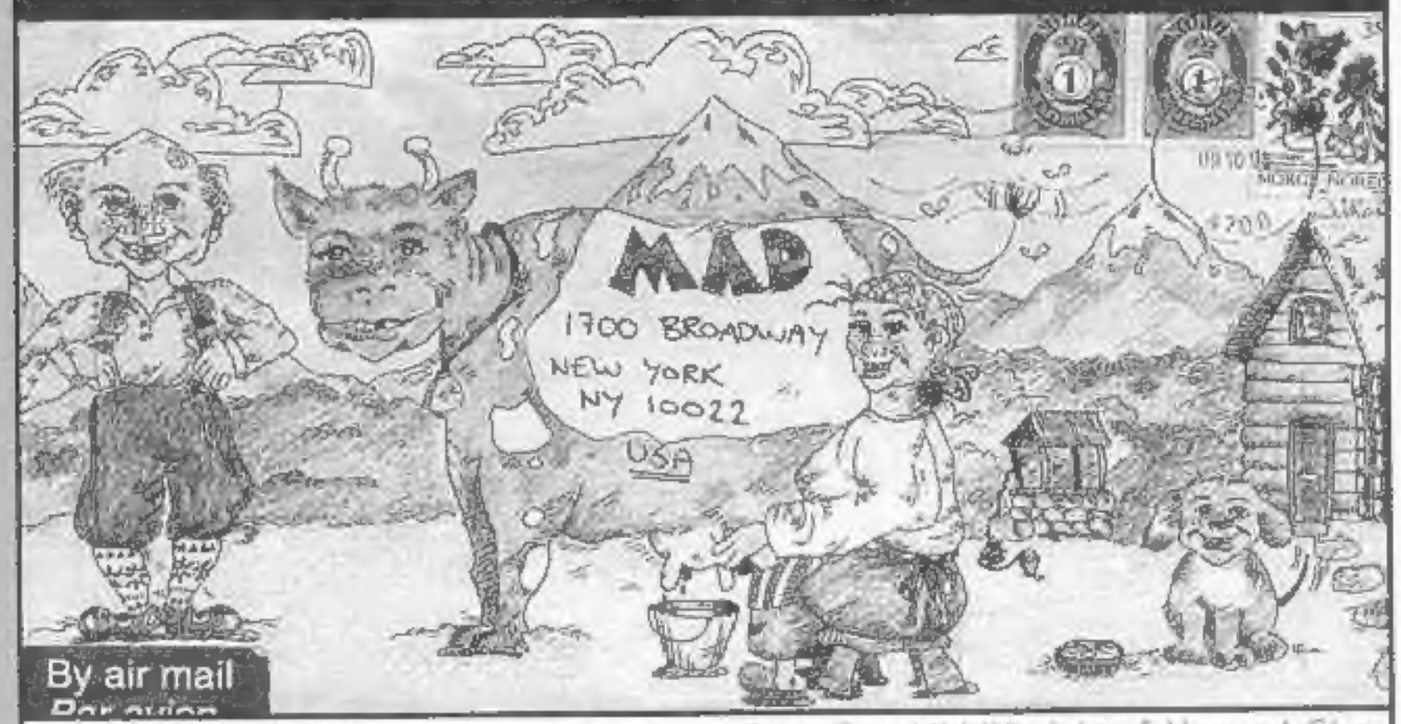
Jim Davis
Sunnyvale, CA

We stand corrected! After reading your letter, it is now unclear to us whether all of mankind evolved from apes. Some appear to be stuck there! For your convenience we are enclosing a nice, ripe banana! Ooh ooh!

—Ed.

FAX MAD AT (212) 506-4840

ENVELOPE OF THE MONTH



This month's spiffy envelope comes to us from Ragnhild Wigdahl of Norway! She says this is a "drawing from my beautiful but rather boring country"! Hey, Ragnhild, your country doesn't look so boring! Why, we can see a well, and, um, some clouds, and, er, a bucket that appears to be filled with...MILK! What a surprise!

LETTERS &

BODY PIERCING

What were you thinking? On the cover of MAD #340, you forgot to pierce Alfred's eyebrows. I mean, if anyone in their right mind was going to pierce and jab needles into their face like that, they could at least put rings in their eyebrows. I did think the pins in the eyelids was very clever, though. I think the cover was very punky. Bravo!

Alex Schott
Pittsburgh, PA

Alex — There's a simple explanation why we didn't pierce Alfred's eyebrows. We do not do eyebrow humor in MAD, only lowbrow humor! —Ed.

BROSNAN PIERCING

I was amused by the "Updated James Bond" for the politically-correct '90s (#340), but hey, which Bond films were you reviewing on page 44? George Lazenby never drove the Aston Martin DB5 in a Bond film. Timothy Dalton wasn't in Goldfinger, so why have him fight Oddjob? David Niven played James Bond in Casino Royale (1967) and was Bond #2, making Pierce Brosnan Bond #6, not #5! One more item! If James Bond were politically correct for the '90s, he wouldn't be a he but rather a she! Pierce Brosnan would be replaced by a woman called Streisand, Barbra Streisand!

J. Kevin Roberts
Tegucigalpa, Honduras

Streisand as Bond? We don't know what the advantages of that would be, other than being able to hide a grenade launcher in your NOSE! And besides, who wants to see that goy Pierce Brosnan in a remake of Yentl?? —Ed.

HEALING A BROKEN LEAGUE

I love your magazine! It's probably one of the best I've ever read in my short life. I hate to have to point out a mistake, but I have spotted one. In #340's "Video Games That Nintendo Rejected," Virtual Baseball — The '94 World Series features the logos of the Cleveland Indians and the Toronto Blue Jays painted on the tops of the dugouts. If you haven't noticed, both of these teams are in the American League. In the World Series, there has to be one team from the National League!

Greg Katz
Irvine, CA

Greg — Good catch! Unfortunately, since the issues are already printed, there's little we can do to fix it. So we rushed an urgent fax to acting Baseball Commissioner Bud "Boom Boom" Selig asking him to shuffle things around a bit so Cleveland winds up in the National League. That way, by the time we reprint this article in a Super Special, we won't get any more letters from goofy hose monkey baseball fans! —Ed.

ALFRED E-MAIL

On the back cover of MAD #340 ["Tankedaway Gin ad parody] I couldn't help but notice that Mr. Jenkins' liver was a little high up. Exactly what kind of transplant did he have?

Purplelucy@aol.com

The short answer: a very bad transplant! The scar is unusually high because poor Mr. Jenkins is in one of those cheesy HMOs that Newt Gingrich is trying to get everyone to join! In fact, we have an HMO proctologist we'd like ol' Newt to see just once! He's board certified (if you know what we mean)!—Ed.

TOMATOES DEPARTMENT

WHAT CONTEST?

Meet Peter Iatauro of Deer Park, NY! Pete is the winner of the MAD TV Alfred E. Neuman Look-alike contest! His prize? A round-trip ticket to L.A., a room at the Century Plaza Hotel and an appearance on an episode of MAD TV! His curse? As Rush Limbaugh might say, If you come in first in an Alfred E. Neuman look-alike contest...you're a winner AND a loser!

MAD MUMBLINGS

How come when I moo at cows they don't moo back. Are they ignoring me? — Meridith Smith, Ocala, FL...I hereby announce that I do not like *Stairway to Heaven*. — Dan Grabon, Belle Mead, NJ...Why is there always room for Jell-O? — Gene Reniker, Fayetteville, GA...I'll bet you $100 you print this under Moron Mail. — Chris Williams, Troy, MI...If I shower in the evening, is it "proper" to rewash the bottom of my feet before I dress for work the following morning? — Leonard Reid, New York, NY

INSIGNIFICANT DATA

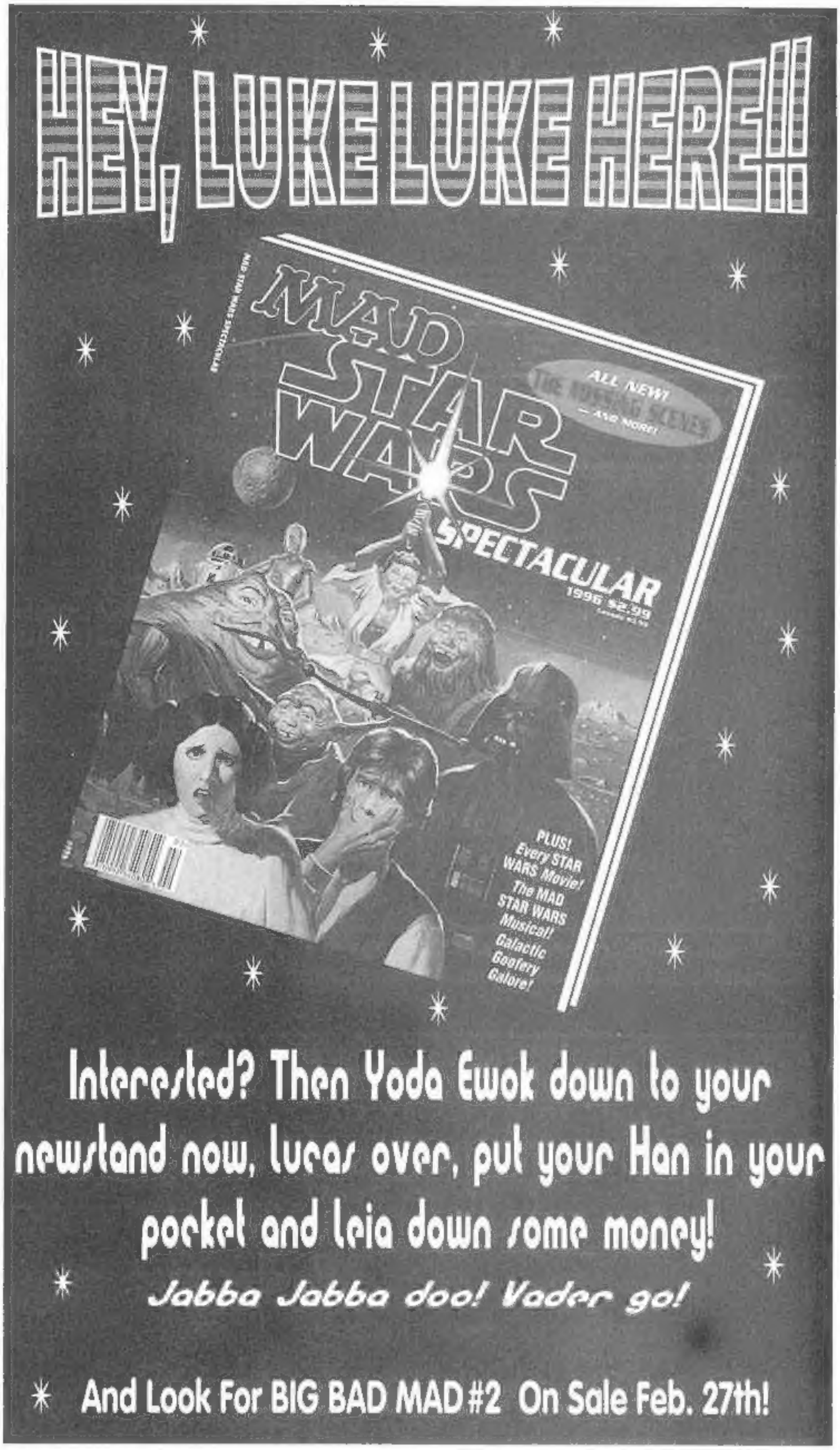
MAD #344 ON SALE March 5!!

MAD SUPER SPECIAL #111 ON SALE February 27!!

Have you played MAD One-Liners yet? It's the weekly game in which you have a chance to write captions for new cartoons by MAD artists! Where can you play? On America Online's DC Comics Online! Correspond with the Usual Gang of Idiots and other MAD fans, download MAD color images and text (new files all the time!) and more! All you need is a computer, modem and a major credit card or checking account! If you don't already have America Online, call 1-800-203-2600 for a FREE starter kit and 10 FREE hours!

HAVING TROUBLE FINDING MAD?

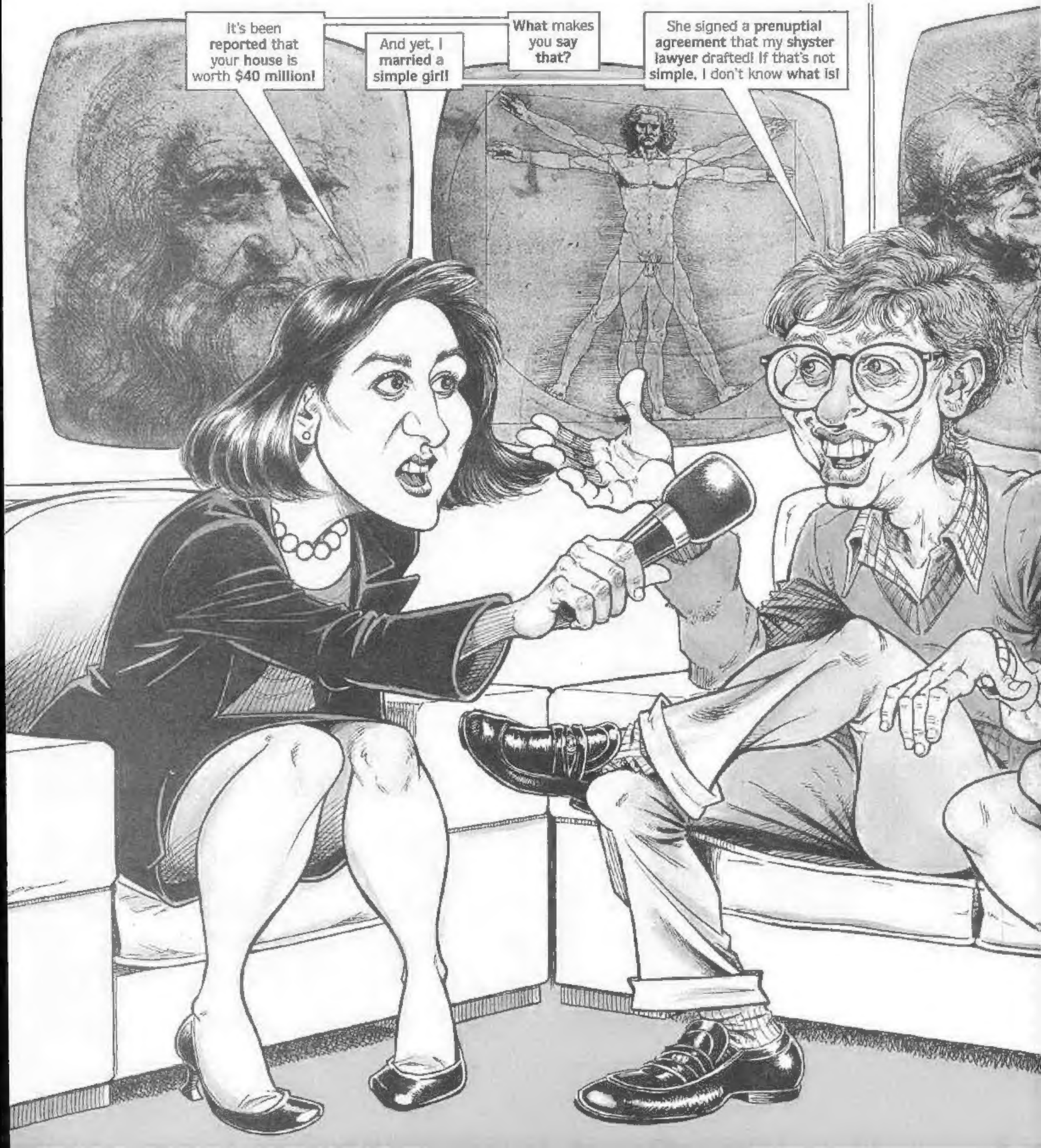
If your favorite news dealer, convenience store or supermarket does NOT sell MAD, we want to know about it! Send their name and address/location to MAD, 1700 Broadway, NY, NY 10019 Attn: Amy. We promise to hound these misguided merchants mercilessly, day and night, until they lower their standards and begin to sell our crummy magazine!



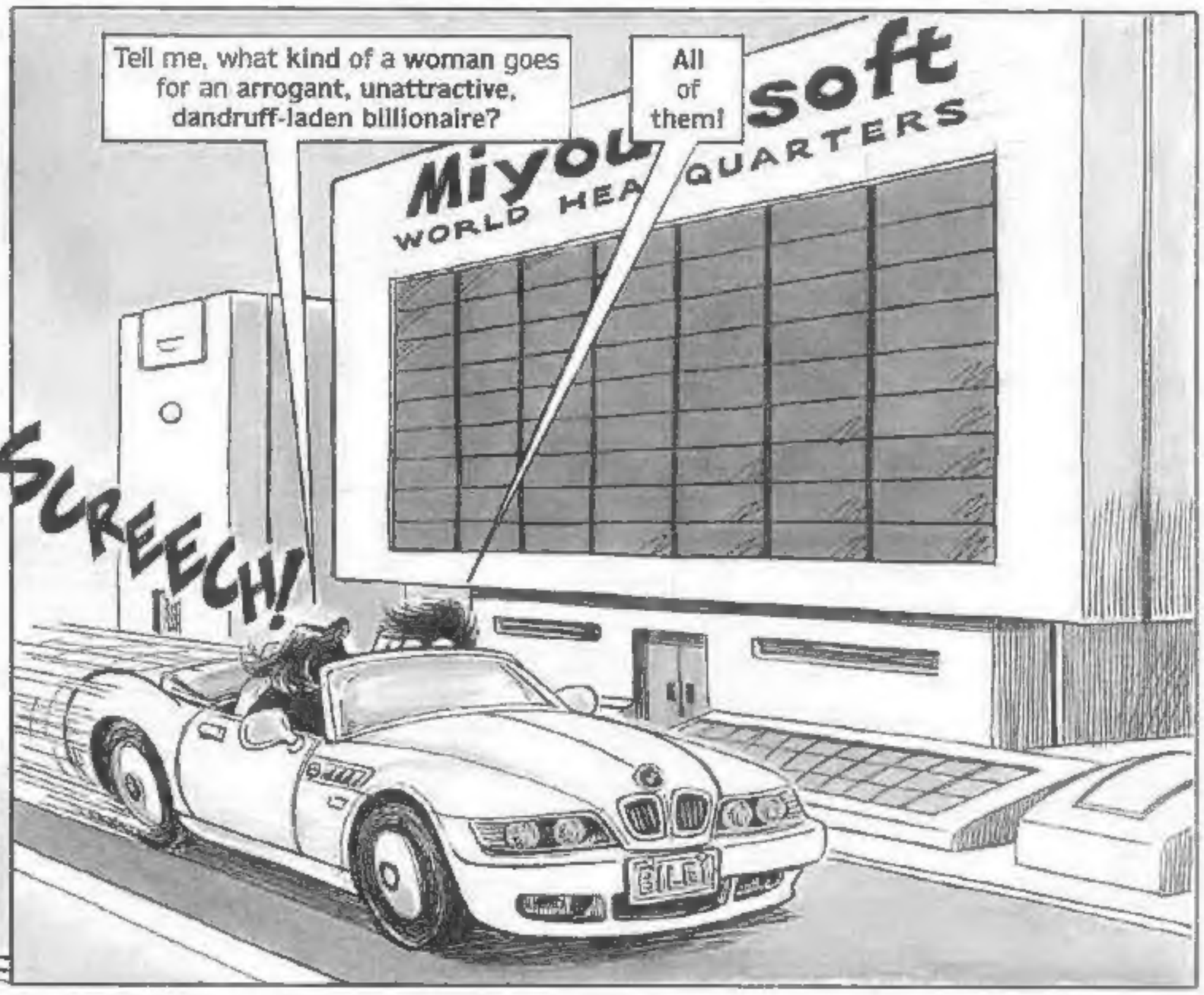
Please Address All Correspondence To: MAD, Dept. 343, 1700 Broadway, N.Y., N.Y. 10019.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

NERD FOR WINDOWS DEPT.

Who is Bile Gates, the man behind the multi-billion dollar Miyoursoft computer empire? Underneath his nerdy exterior, is there simply another nerd? And what does someone who has $10 billion and no hobbies do for fun? We called talk-show hostess Rickety Lake and asked her to do two things: First, do an investigative report of Gates for MAD, and second, try to avoid cleaning out Denny's entire all-you-can-eat breakfast bar in a single sitting! She agreed to do the investigation!



MAD INTERVIEWS MIYOURSOFT'S BILE GATES



ARTIST: SAM VIVIANO WRITER: CHRIS HART

At my company we encourage **horseplay!** This type of activity really gets their **creative juices flowing!**

I've **never** seen **professionals** acting so **childishly in my life!**

Then I guess you missed **Marcia Clark** and **Johnnie Cochran** at the **O.J. trial!**

You **stupid, ignorant, knuckle-scraping primate!**

Your employees must **hate you** because of the way you **speak to them!**

It's called **"tough love"!**

What's the difference between **"tough love"** and **acting like a jerk?**

If you call it **"tough love,"** you can **take** the **position** that you're doing it for **their** sake!

With all of your **verbal tirades,** how do you keep **cohesion** in your **company?**

We start **each day** with the **Pledge of Allegiance!**

BILE'S COURTYARD

We **pledge allegiance** to **Bile Gates...**

It **needed a** little **"upgrading"!**

It's been **reported** that you **approach software makers** and offer to **acquire** them! But once you learn their **trade secrets,** you **pull out** of the **deal** and **come out** with a **competing product!**

Well, **isn't** that **stealing?**

So?

So?

What do you think about the hate groups that have been spreading on the Internet?

I'm all for it! The more racist and xenophobic, the more popular the medium will become!

Do you really believe that?

Hey, it worked for talk radio!

Welcome to the MICHIGAN MILITIA Web Site

Click here if you think whites are an endangered minority

KKK™ HOME PAGE

HAMAS

HOME PAGE

AOL

Me Worry?

Does the soaring popularity of porno lines on the Internet upset you?

You bet! I keep getting a busy signal!

It's been reported in the media that you actually take your mother with you to business meetings!

So what if I do?

Isn't that a little weird?

No! I took her to my high school prom, too! Would you call that weird?

(Uh, let's go to the computer store!)

Miyoursoft MOM

Miyoursoft MOM

Miyoursoft MOM

We are continually upgrading all of the programs we sell!

But when you upgrade a program, doesn't that make the old one obsolete?

Yes!

Is that kind of planned obsolescence a good thing?

Are you kidding? Do you own a $40 million house?

Miyoursoft Winnows 95

BUY IT NOW!

You can't live without it

Miyoursoft BOB WHAT THE HECK IS IT?

Winnows 3.1 REMAINDERS CHEAP!

Macintosh Section

This is our graphic interface software environment applications system!

What does that mean?

Nobody knows! We keep adding technical words to the title until it justifies the hefty price tag! Let's see here...ah yes, this program shows you how to draw Fred Flintstone!

Miyoursoft GRAPHIC INTERFACE SOFTWARE ENVIRONMENT APPLICATIONS SYSTEM

Child psychologists say that giving a kid a computer today is the same thing as giving a kid a bicycle 25 years ago!

Actually, there's a big difference! Cycling is an outdoor activity that promotes physical fitness!

There's plenty of exercise involved in computing! That kid will be walking to and from the store at least five times a week to buy new programs and upgrade his components!

THIS WAY TO THE *Miyoursoft* DEVELOPMENT LABORATORIES

ou rsoft

DOUBLE-CLICK TO ENTER

For the computer nerd, we've developed a virtual sex program! They never have to interact with another human!

Great! It's like guilt-less sex!

Not really! Guys who use the program at work feel like they're cheating on their computers at home!

The applications for computers are widening every day! Soon, you'll be able to get a checkup from your doctor over the computer!

Wow! How will it work?

Flip on the program and wait for two hours until he calls your name!

Please be patient...

?

You were acquiring software competitors at an alarming rate before the Justice Department intervened and stopped you!

Yes, and as a result we've changed our focus! We're now planning to acquire an organization outside the software field, which should end our problems!

Which one?

The Justice Department!

JUSTICE DEPARTMENT

OFFICIAL REPORT ON MIYOURSOFT'S MONOPOLIZING METHODOLOGY

Girls in college never dated me twice, and I don't know why! I always took them to dinner and a show!

Was it a Broadway show, or a computer trade show at the convention center?

You think that's why I kept striking out?

PRIVAT PASSA E

BILE ONLY

ALL OTHERS WI BE REINITIALIZED

It's been written that you're so wrapped up in your head that you forget to bathe!

I can't be bothered with what other people say about me! Great men of science always work alone!

And now we know why!

In the interviews you've given over the years, I've never heard you share credit for Miyoursoft's success with its co-founder, Appalled Allen!

Just because what's-his-name co-founded Miyoursoft, he wants half the credit! There's no pleasing that guy! Okay, I'll give him credit — but I want credit for giving him credit!

MR. ALLEN'S OFFICE

DO NOT FEED THE CO-FOUNDER

You keep saying you're worth $10 billion! What's it like to be the richest man in America?

I have my good days and my bad days, just like everyone else! But there's one difference!

What's that?

On my bad days, I still make enough to buy the island of Tahiti!

HEADQUARTERS

You've made it known that you haven't left a dime in your will for any children you might have! Is that because you're cheap?

No, it's an insurance policy! This way, my children won't blow my brains out for the $10 billion inheritance! You ever hear of the Menendez brothers?

NO PARKING EXCEPT FOR BILE

BILE 1

There's something different about you from all the other wealthy CEOs I've interviewed!

Is it my wit and charm?

No, it's your body acne! Part with a buck and buy yourself some skin cream!

ROAR!

NOW LEAVING Miyoursoft

BILE'S EXIT

Tell me, where do you go from here?

I'm going to run for President of the United States! I found a Vice-Presidential running mate who's just like me!

Where in the world did you find another billionaire, technocrat fascist?

Where have you been hiding, schmendrick? That's my man!

BUDGET

See, I envision an electronic town hall, see ..

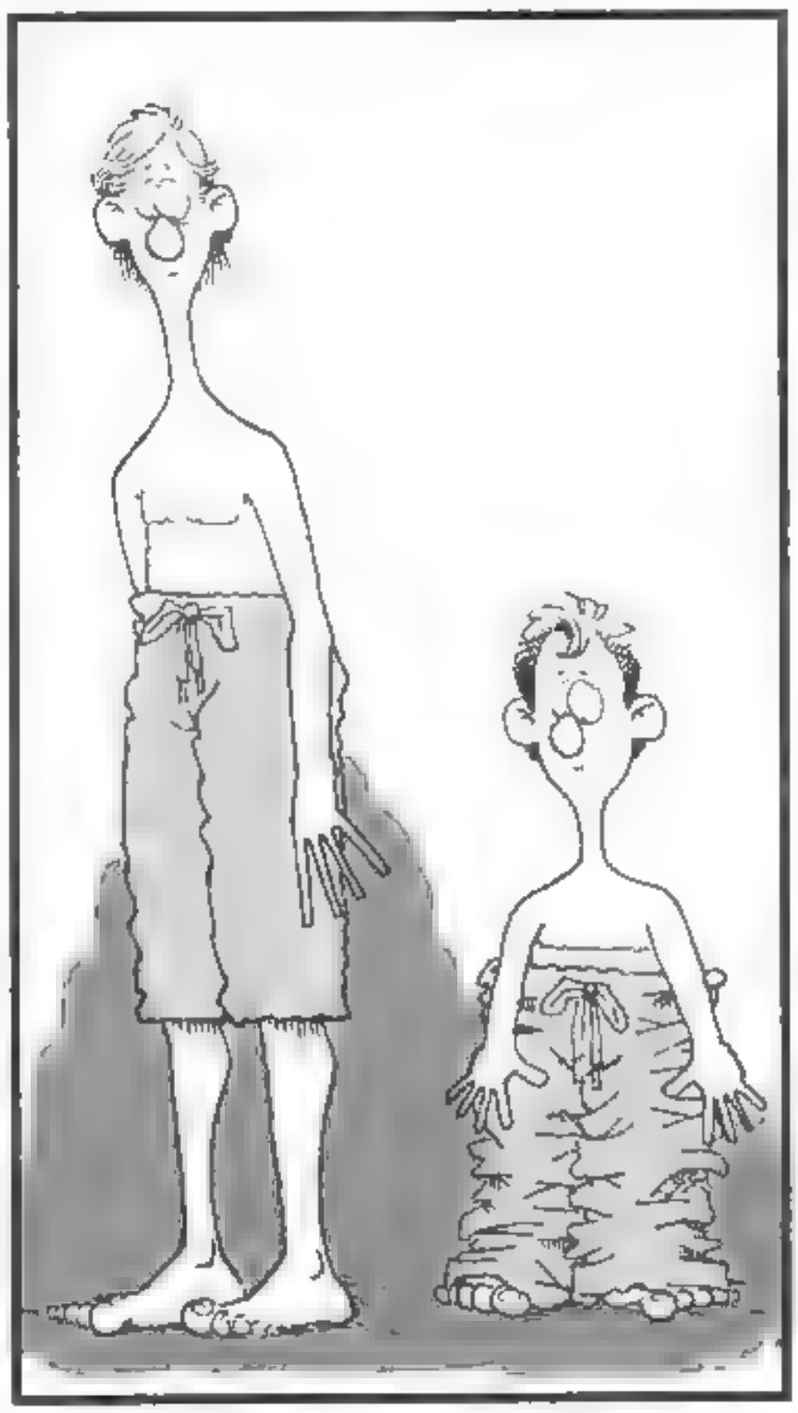
Hoo boy! This is Rickety Lake, returning you to MAD!

THE UNITED STATES OF PEROT

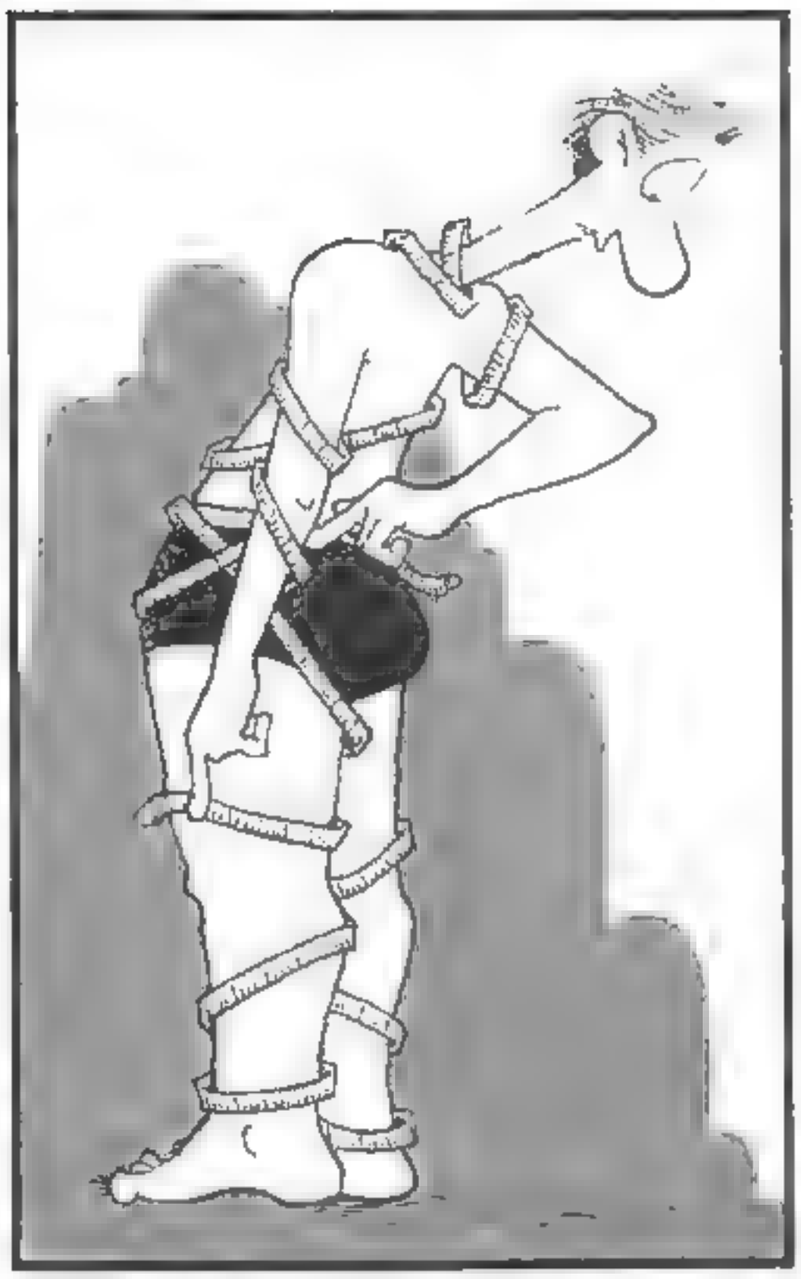
THE DRECK IS IN THE MAIL DEPT.

Perhaps no modern "convenience" is more inconvenient than the shopping mall — crowded parking lots, crummy stores with crappy selections and service so rude you'd swear you were in France! Thank heavens for catalogs! All you need is a credit card and a phone and you're on your way to shopping nirvana, right? WRONG! Bet you never thought of these...

HAZARDS OF CATALOG SHOPPING



The term "one size fits all" is tossed around way too liberally.

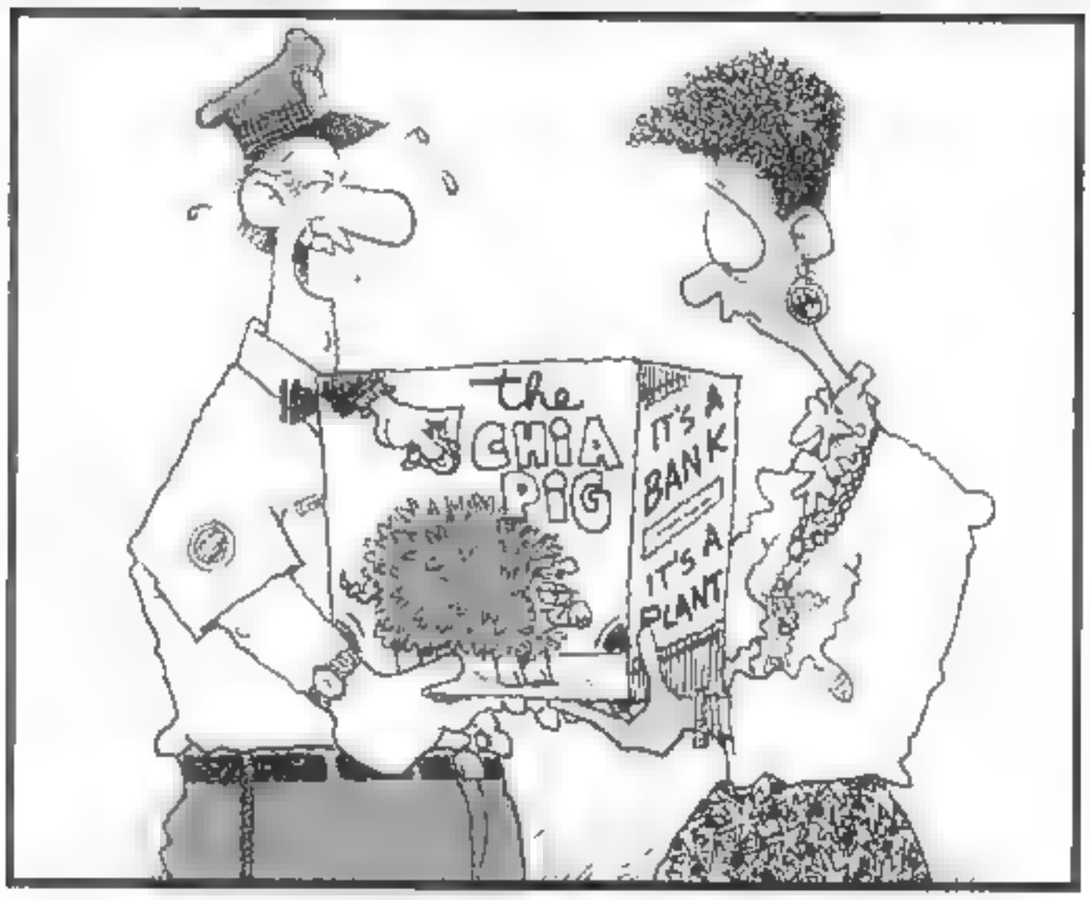


Complicated sizing charts have you measuring parts of your body you've only read about in marriage manuals.

The disclaimer "some settling may occur during shipment" will occasionally apply to electronic equipment.

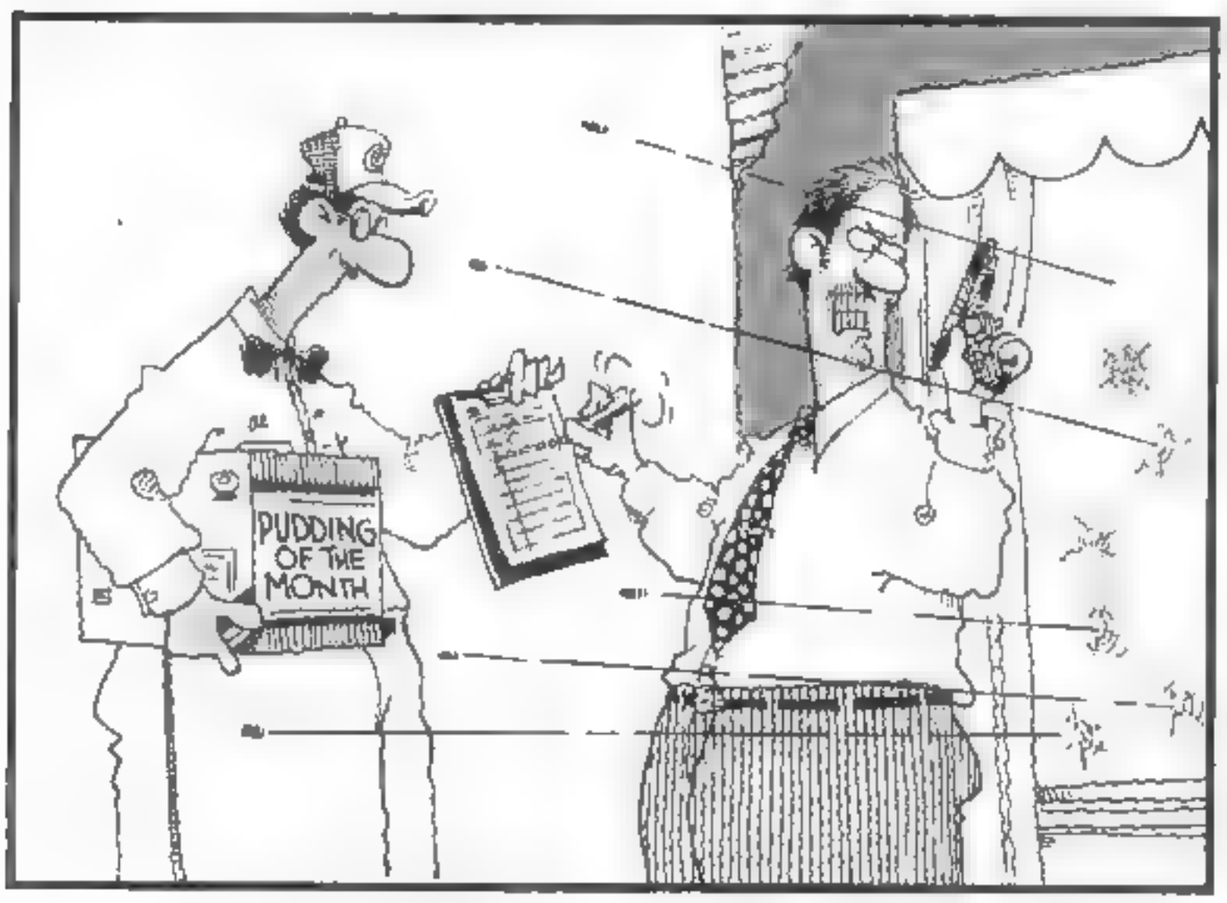
Nothing you buy ever seems to look as breathtaking on you as it did on the Fabio look-alike model in the catalog.

ARTIST AND WRITER: JOHN CALDWELL



Enthusiasm for an impulse buy has a way of cooling off between the time you order it and the time it arrives.

Botched deliveries can lead to embarrassing mix-ups.



Catalog deliveries requiring a signature often arrive at inopportune times.

Allowing 6 to 8 weeks before delivery may also translate to 12 to 15 pounds before delivery.

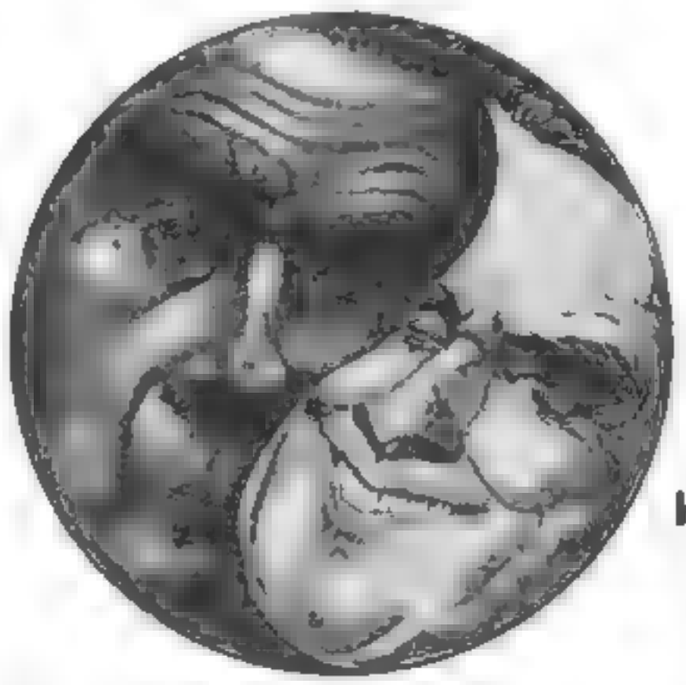
Ordering one slightly esoteric item will put you on the mailing lists of several oddball catalogs.

The delivery man knows your bra size.

Whether Bill Clinton's right or wrong, as far as Bob Dole's concerned, he's always wrong! Ol' Bob feels compelled to speak out passionately against Slick Willie, even when he agrees with him 100%! As a man with no integrity, obsessed with winning the White House at

THE BOB DOLE GUIDE TO

A MAD POINT TO PONDER: *Time waits for no man, but sometimes you have to wait for a long time*



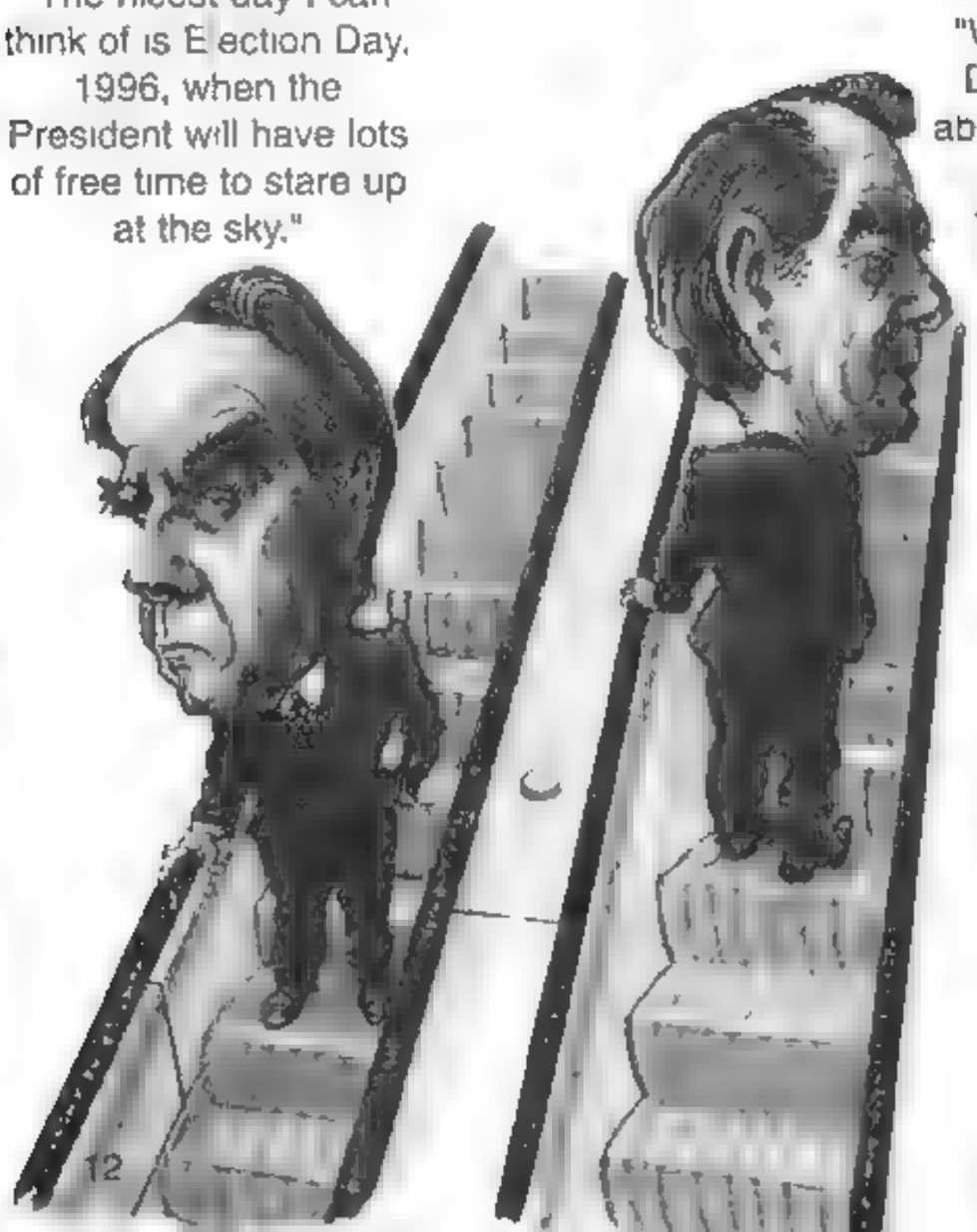
IF BILL CLINTON TAKES ON THE PUNDITS WHO CRITICIZE HIS WIFE, HILLARY, BOB DOLE SAYS:
"Doesn't the President have more important battles to fight?

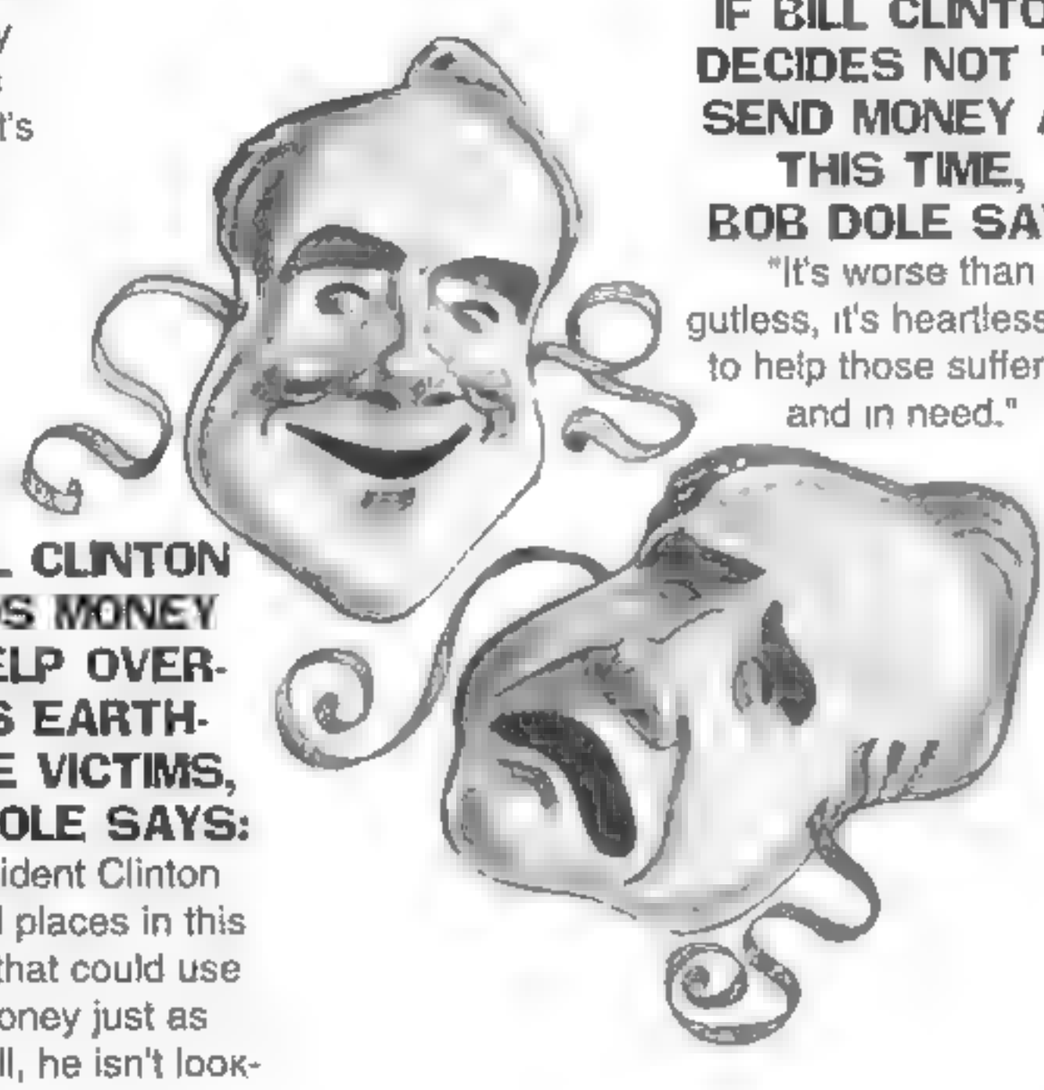
IF BILL CLINTON PREFERS TO LET HILLARY FIGHT HER OWN BATTLES, BOB DOLE SAYS:
"All I know is that if anyone attacked the integrity of Libby Dole, they'd have Bob Dole to answer to."

IF BILL CLINTON DOESN'T GIVE A SPEECH HONORING WAR VETERANS, BOB DOLE SAYS:
"Frankly, veterans like myself have come to expect this sort of shabby treatment from a President who ignored his nation's call to duty when it was needed most."

IF BILL CLINTON SAYS THAT THE SKY IS BLUE, BOB DOLE SAYS:
"The nicest day I can think of is Election Day, 1996, when the President will have lots of free time to stare up at the sky."

IF BILL CLINTON SAYS THAT IT'S A LITTLE OVERCAST, BOB DOLE SAYS:
"When you hear any Democrat complain about cool weather, it's just an excuse for them to reach into your pocket."





IF BILL CLINTON DECIDES NOT TO SEND MONEY AT THIS TIME, BOB DOLE SAYS:
"It's worse than gutless, it's heartless not to help those suffering and in need."

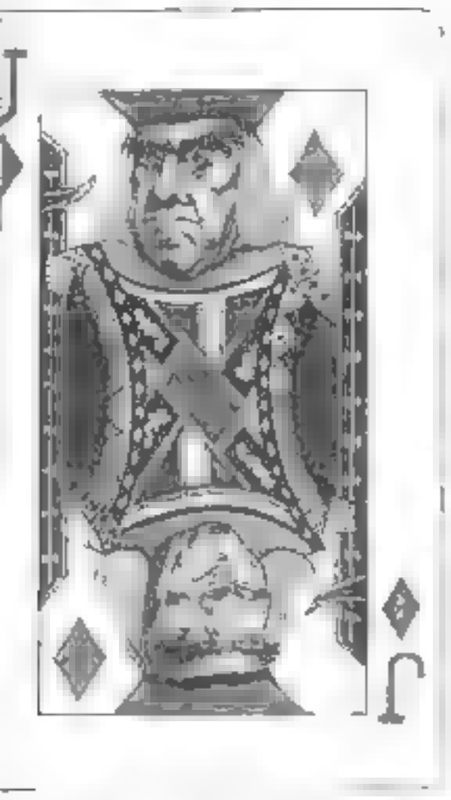
IF BILL CLINTON SENDS MONEY TO HELP OVERSEAS EARTHQUAKE VICTIMS, BOB DOLE SAYS:
"If President Clinton can't find places in this country that could use that money just as badly, well, he isn't looking hard enough."

any cost, the Dole-man must prove there's a real difference between him and Clinton, a man with no integrity, obsessed with *keeping*

the White House at any cost! Think we're wrong! Think we're just left-wing, cynical media hacks! Well think again, schmuck! Here's . . .

INSTANT DISAGREEMENT

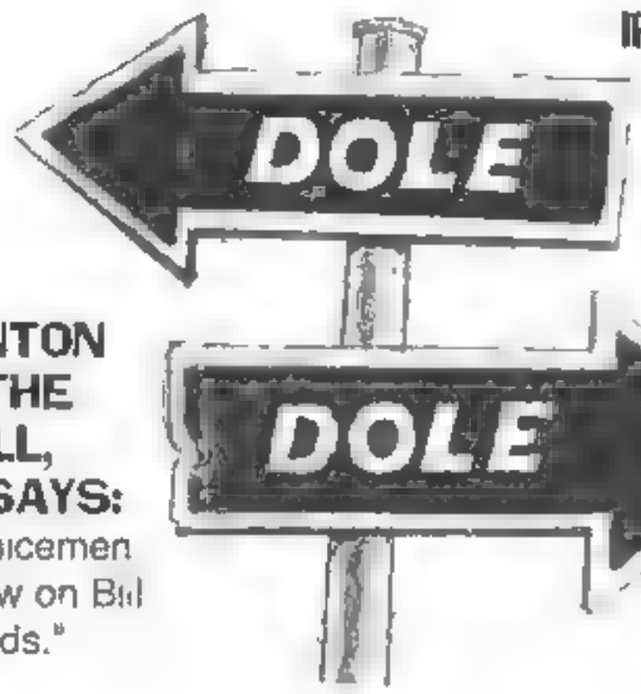
ARTIST: TOM FLUHARTY
WRITER: DESMOND DEVLIN



IF BILL CLINTON OFFERS TO COMPROMISE ON HIS HEALTH CARE PLAN, BOB DOLE SAYS:
"The President's eagerness to patch up his sinking proposal indicates how faulty it really is. The health care bill shall not pass."

IF BILL CLINTON STANDS FIRM AND REFUSES TO WATER DOWN HIS HEALTH CARE PLAN, BOB DOLE SAYS:
It is impossible to work with this President. The health care bill shall not pass."

IF BILL CLINTON GIVES A SPEECH HONORING AMERICA'S WAR VETERANS, BOB DOLE SAYS:
"It's ironic that Bill Clinton should be the one to explain the supreme sacrifices made by others, when there are so many more qualified speakers who did serve their country."



IF BILL CLINTON SIGNS THE CRIME BILL, BOB DOLE SAYS:
"Bill Clinton has just signed his name to the weakest, watered-down waffle in legislative history

IF BILL CLINTON VETOES THE CRIME BILL, BOB DOLE SAYS:
"The blood of policemen everywhere is now on Bill Clinton's hands."

IF BILL CLINTON IMPOSES SANCTIONS AGAINST CHINA BECAUSE OF HUMAN RIGHTS VIOLATIONS, BOB DOLE SAYS:
"Which is more important to Bill Clinton — protecting the jobs of hard-working Americans and their families, or protesting yesterday's news?"

IF BILL CLINTON LIFTS ECONOMIC SANCTIONS AGAINST THE CHINESE GOVERNMENT, BOB DOLE SAYS:
"Which is more important to Bill Clinton — the blood-soaked massacre of innocent students seeking their freedom, or the almighty buck?"

IF BILL CLINTON SAYS THAT RELIGION MUST BE KEPT OUT OF PUBLIC SCHOOLS, BOB DOLE SAYS:
"What the White House is saying is that guns and condoms are vitally important, but God has got to go."

IF BILL CLINTON SAYS THAT SCHOOL DAYS SHOULD BEGIN WITH A MOMENT OF SILENCE, BOB DOLE SAYS:
"Few principles in this country are as vitally important as the separation of church and state."

IF BILL CLINTON REFUSES TO CUT THE SCHOOL LUNCH PROGRAM, BOB DOLE SAYS:
"If President Clinton thinks he can score cheap political points by avoiding the tough decisions, he's in for a major surprise."

IF BILL CLINTON ATTEMPTS TO CUT THE SCHOOL LUNCH PROGRAM, BOB DOLE SAYS:
"President Clinton will not balance his budget on the stomachs of hungry first graders."

IF BILL CLINTON MAKES A NETWORK SPEECH ON MONDAY, BOB DOLE SAYS:
"If Americans want to see punting and fumbling, they'll watch *Monday Night Football.*"

IF BILL CLINTON MAKES A NETWORK SPEECH ON TUESDAY, BOB DOLE SAYS:
"If Americans want to see bare-assed excuses, they'll watch *NYPD Blue.*"

IF BILL CLINTON MAKES A NETWORK SPEECH ON WEDNESDAY, BOB DOLE SAYS:
"If Americans want to see a blubberbutt dealing with the recession, they'll watch *Roseanne.*"

IF BILL CLINTON MAKES A NETWORK SPEECH ON THURSDAY, BOB DOLE SAYS:
"If Americans want to see somebody talking about absolutely nothing, they'll watch *Seinfeld.*"

IF BILL CLINTON MAKES A NETWORK SPEECH ON FRIDAY, BOB DOLE SAYS:
"If Americans want to see the totally annoying nerd boy, they'll watch *Family Matters.*"

IF BILL CLINTON MAKES A NETWORK SPEECH ON SATURDAY, BOB DOLE SAYS:
"If Americans want to see an antiquated, backwards medical system in action, they'll watch *Dr. Quinn, Medicine Woman.*"

IF BILL CLINTON MAKES A NETWORK SPEECH ON SUNDAY, BOB DOLE SAYS:
"If Americans want to see an overweight simpleton who has a wife with bad hair, they'll watch *The Simpsons.*"

MASH PRODUCTION DEPT.

Aside from the frug, no form of dancing is more popular than moshing! Why? Because unlike most dances, which require coordination and rhythm, a mosher needs nothing more than a blatant disregard for his well-being! In other words, anyone can mosh! Don't believe us? Well then, check out...

MOSHING IN EVERYDAY LIFE

ARTIST AND WRITER: TOM CHENEY

The Half-Time Stadium Women's Room *Mosh*

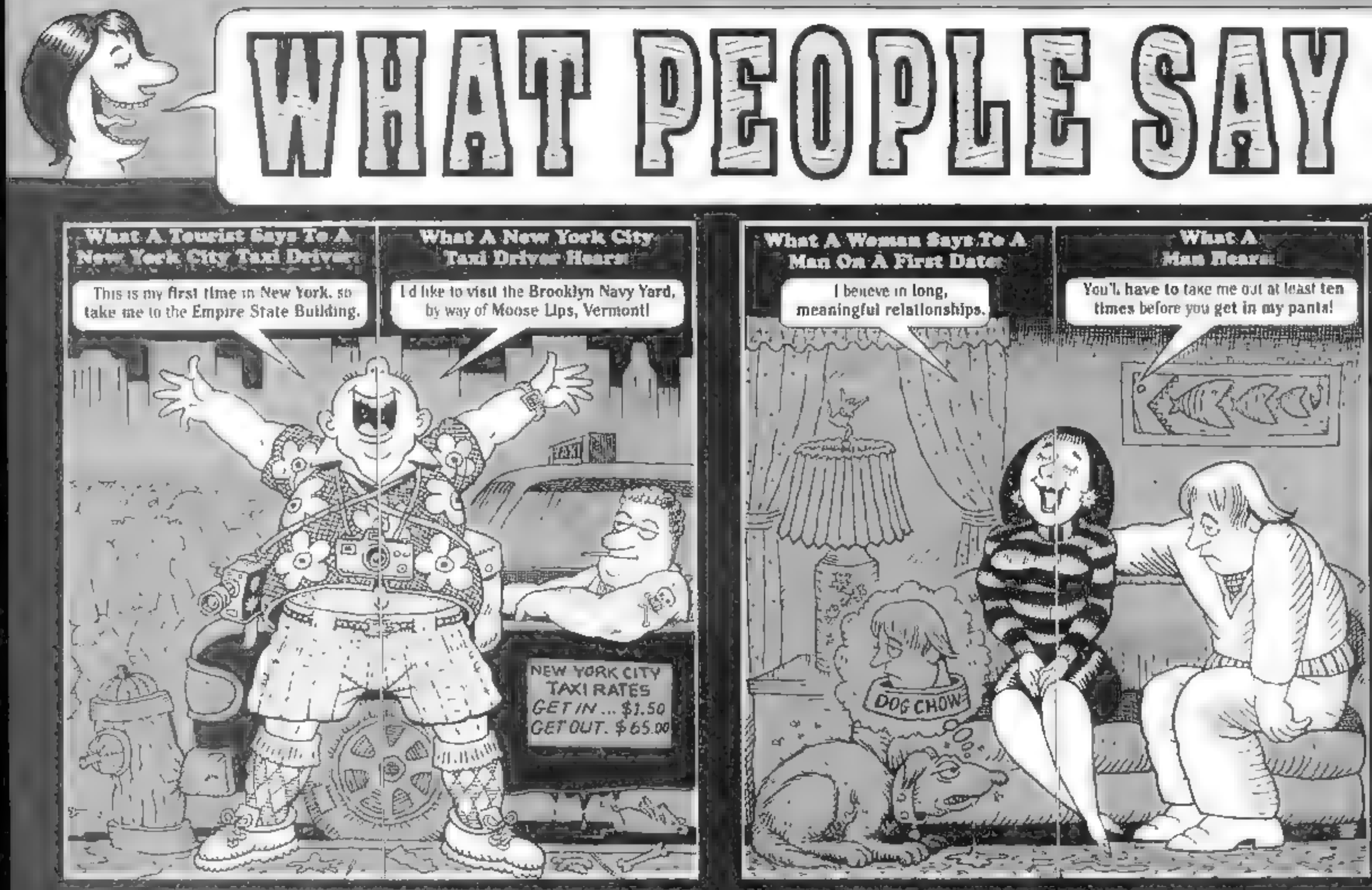
The "I Saw The Cab First" *Mosh*

The Only Phone At The Airport *Mosh*

AURAL FIXATION DEPT.

It was the great thinker Marshall McLuhan who coined the phrase, "The medium is the message." But what is the message? The message is different things to different people. It's in a state of fluxing and flowing and spinning out of control

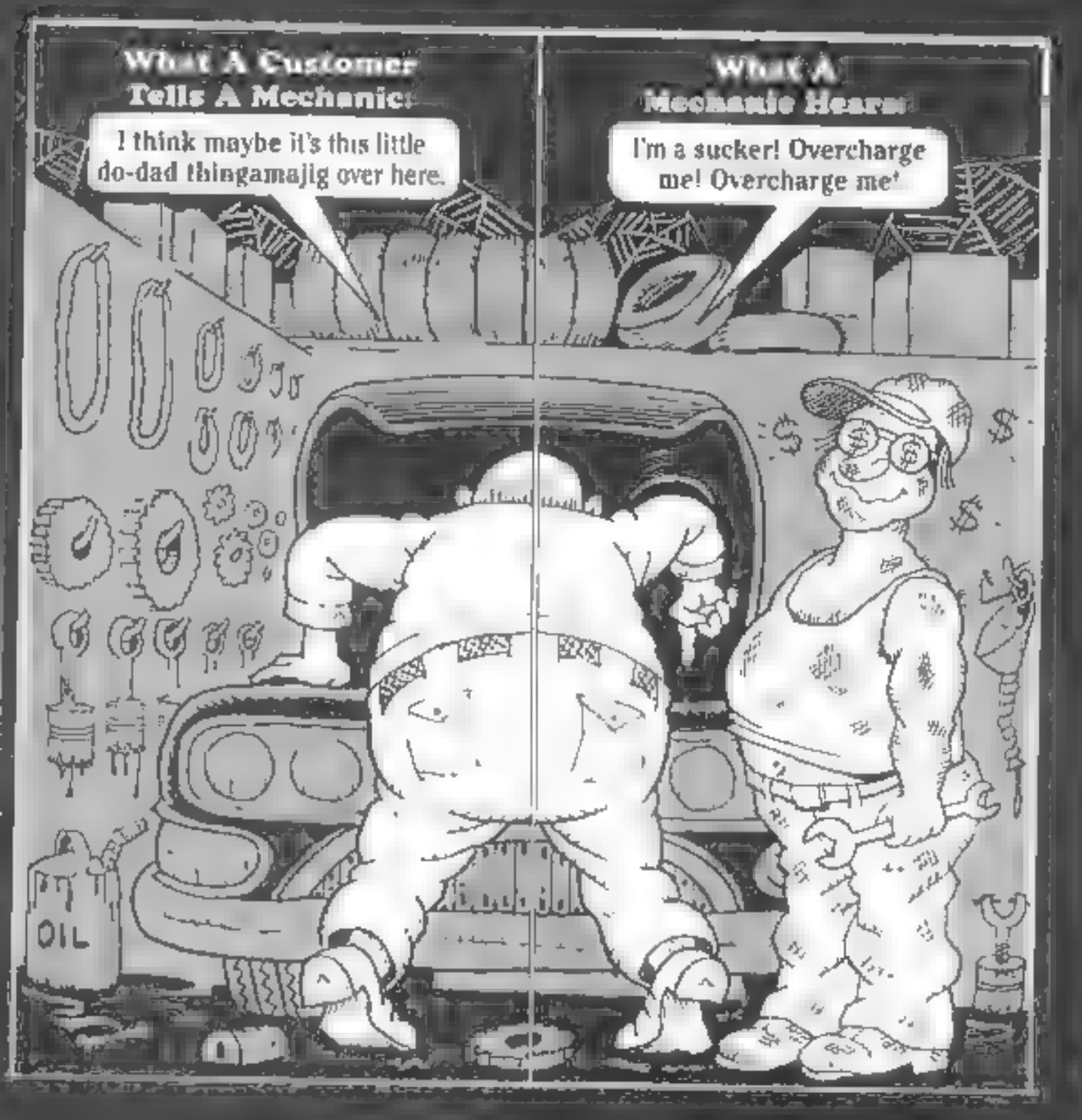
WHAT PEOPLE SAY

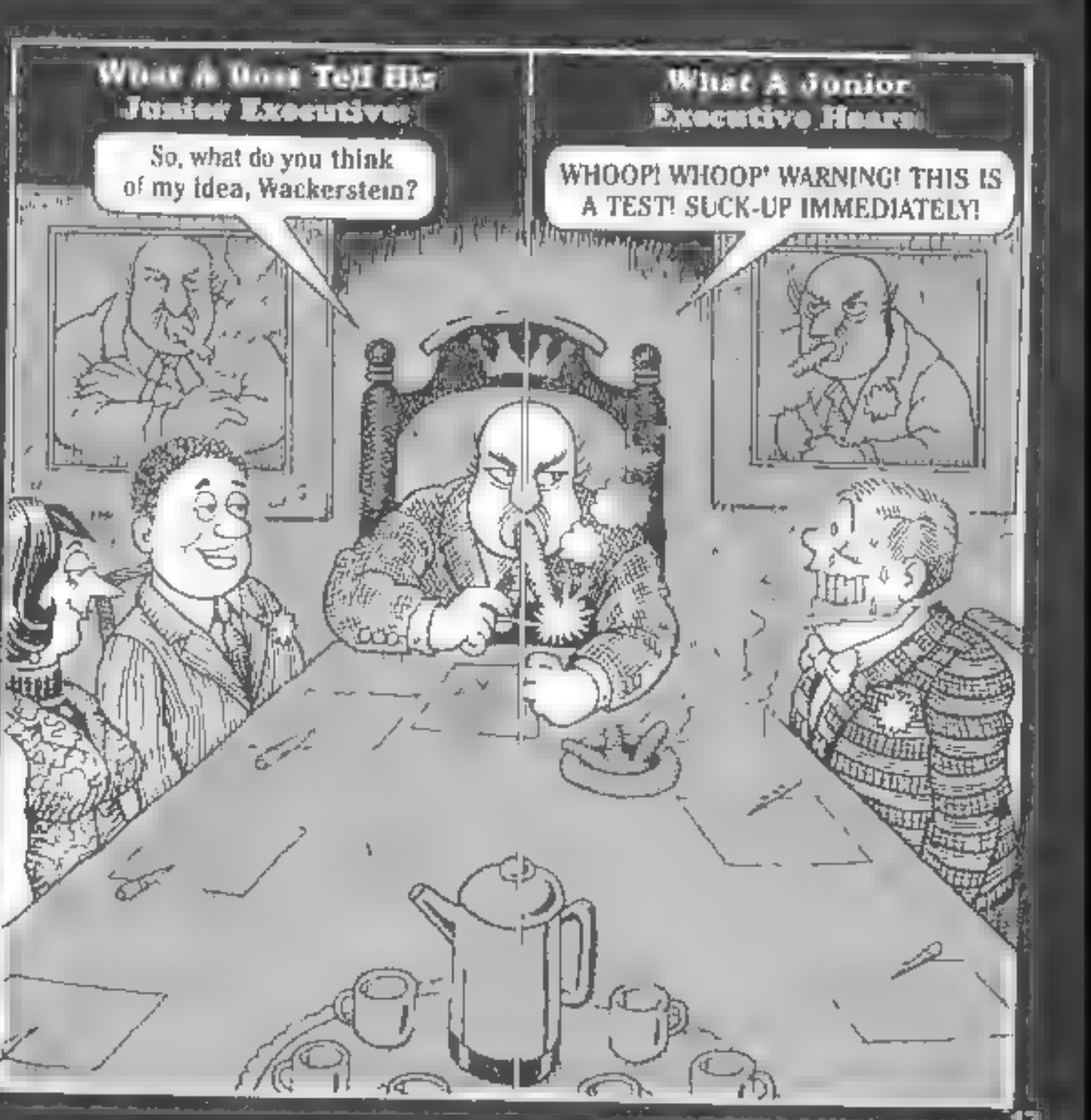


ARTIST AL JAFFEE WRITER GREG ECKLER

and there's nothing anyone can do about it! Whether you mean what you say when you say it, it may not be what others hear when they hear what you're saying, whether you mean it or not. Know what we mean? Well, whether you do or not, here's ..

WHAT OTHER PEOPLE HEAR





What The Host Of A Dinner Party Says To Her Guests:

I'd love to lose weight, but I have a very large bone structure

What Her Guests Hear:

I can't stop shoveling food in my face! I'm outta control!

What A Mourner Tells A Grieving Widow:

Even though I haven't kept in touch, Uncle Beppe was my favorite uncle.

What A Grieving Widow Hears:

Am I still in the old geezer's will?

REST IN PEACE

What A News Anchor Says To Viewers In New York:

Tragedy struck Park Avenue earlier today as an entire family was wiped out by a maniac with a weed whacker

What The Viewers Hear:

There's an apartment for rent on Park Avenue!

What An Orthodontist Says To His Patient:

These braces should fit you nicely for the next two years.

What His Patient hears:

Welcome to Geeksville, son!

CAVITY

FRANK ON A ROLL DEPT.

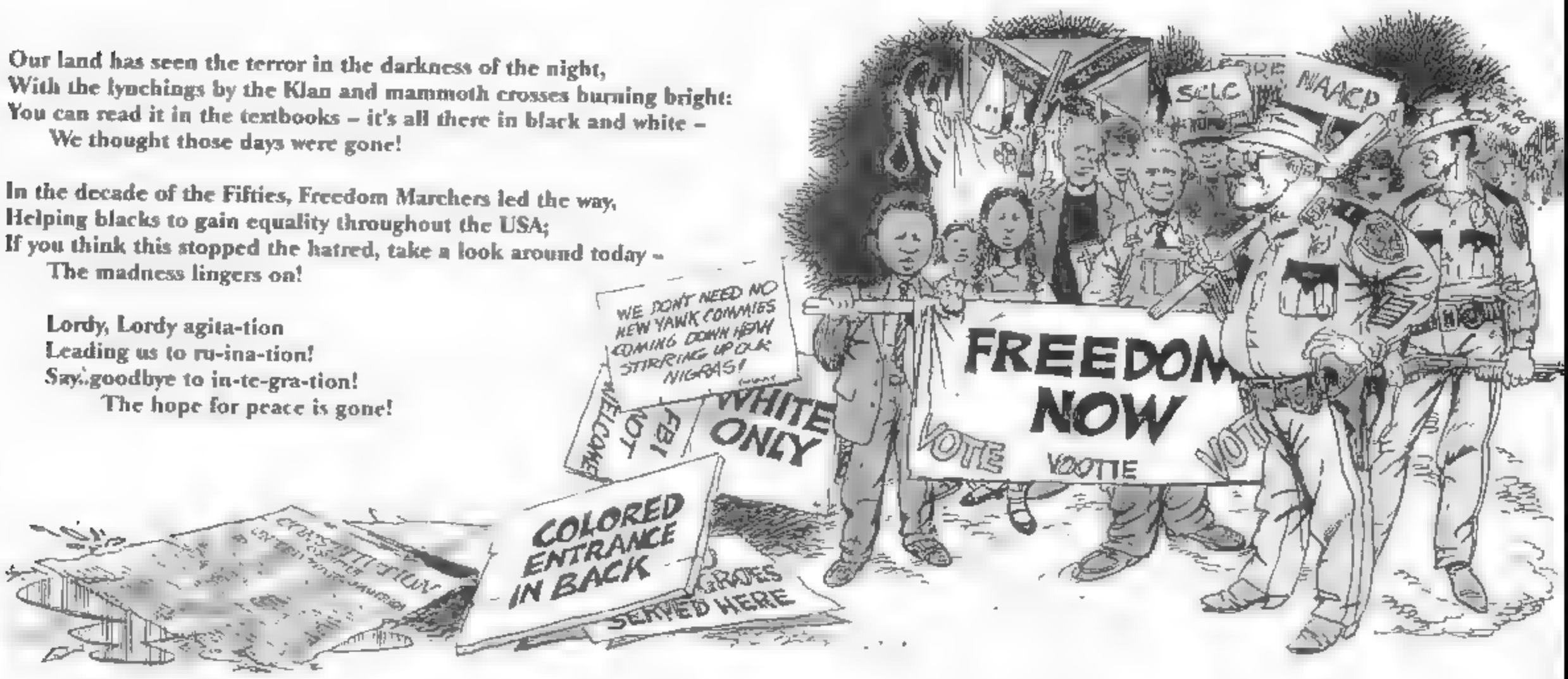
THE HYMN OF THE EMBATTLED REPUBLIC

ARTIST GEORGE WOODBRIDGE WRITER FRANK JACOBS

Our land has seen the terror in the darkness of the night,
With the lynchings by the Klan and mammoth crosses burning bright:
You can read it in the textbooks – it's all there in black and white –
We thought those days were gone!

In the decade of the Fifties, Freedom Marchers led the way,
Helping blacks to gain equality throughout the USA;
If you think this stopped the hatred, take a look around today –
The madness lingers on!

Lordy, Lordy agita-tion
Leading us to ru-ina-tion!
Say..goodbye to in-te-gra-tion!
The hope for peace is gone!



On the airwaves we can hear the gangsta rappers do their thing,
Stirring up the inner cities with the hymns of hate they sing,
While they trample on the grave of Dr. Martin Luther King –
Their rage goes on and on!

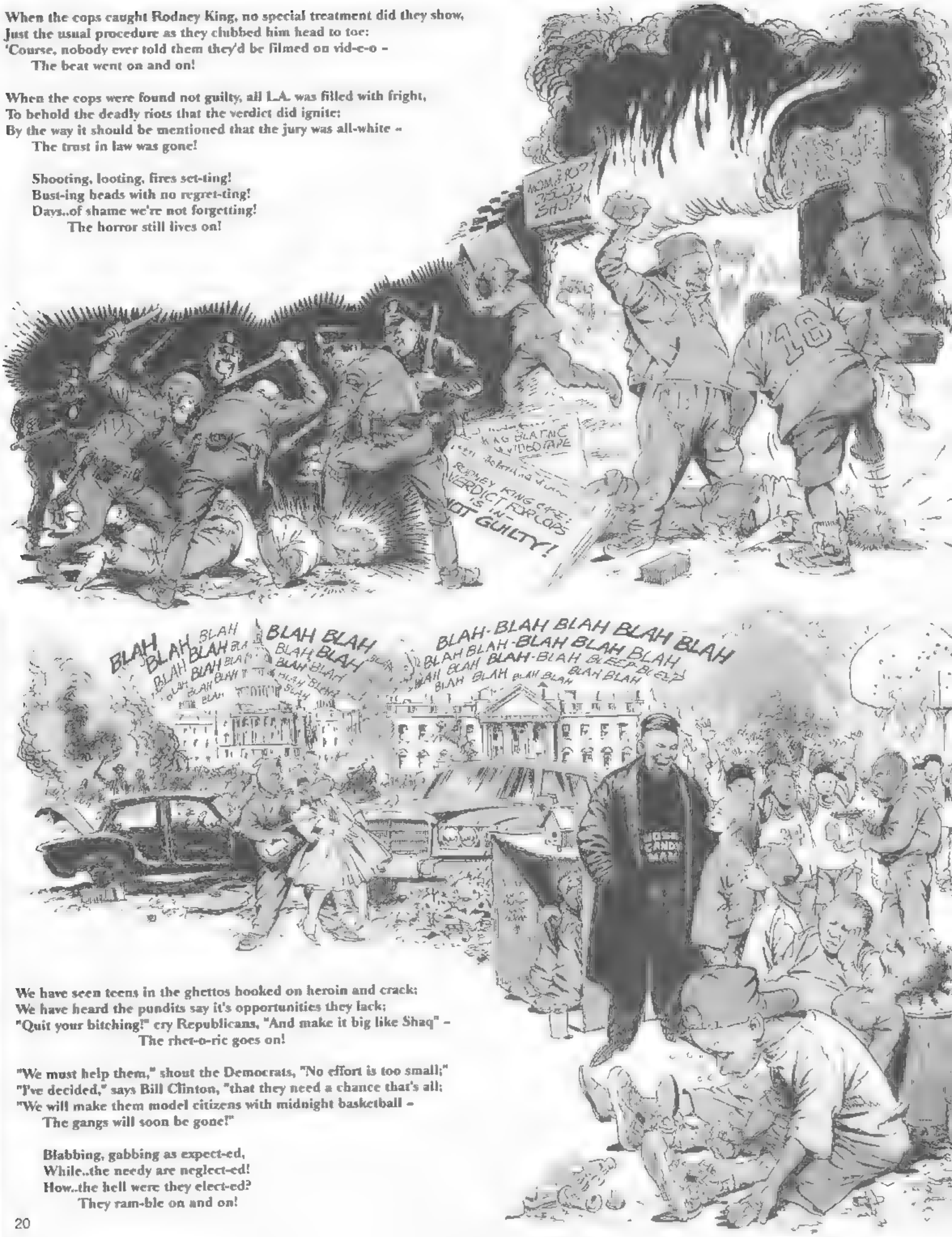
We can't stop the drive-by shootings by the black gangs of L.A.;
We're afraid of white militias armed to blow us all away;
Still they've got one thing in common – they both back the N.R.A. –
The vi-o-lence lives on!

Far-rakhan his fame is spread-ing!
Da-vid Duke his words we're dread-ing!
Toward..a racial war we're head-ing!
The bat-tle lines are drawn!

When the cops caught Rodney King, no special treatment did they show,
Just the usual procedure as they clubbed him head to toe:
'Course, nobody ever told them they'd be filmed on vid-e-o –
The beat went on and on!

When the cops were found not guilty, all L.A. was filled with fright,
To behold the deadly riots that the verdict did ignite:
By the way it should be mentioned that the jury was all-white –
The trust in law was gone!

Shooting, looting, fires set-ting!
Bust-ing heads with no regret-ting!
Days..of shame we're not forgetting!
The horror still lives on!



We have seen teens in the ghettos hooked on heroin and crack;
We have heard the pundits say it's opportunities they lack;
"Quit your bitching!" cry Republicans, "And make it big like Shaq" –
The rhet-o-ric goes on!

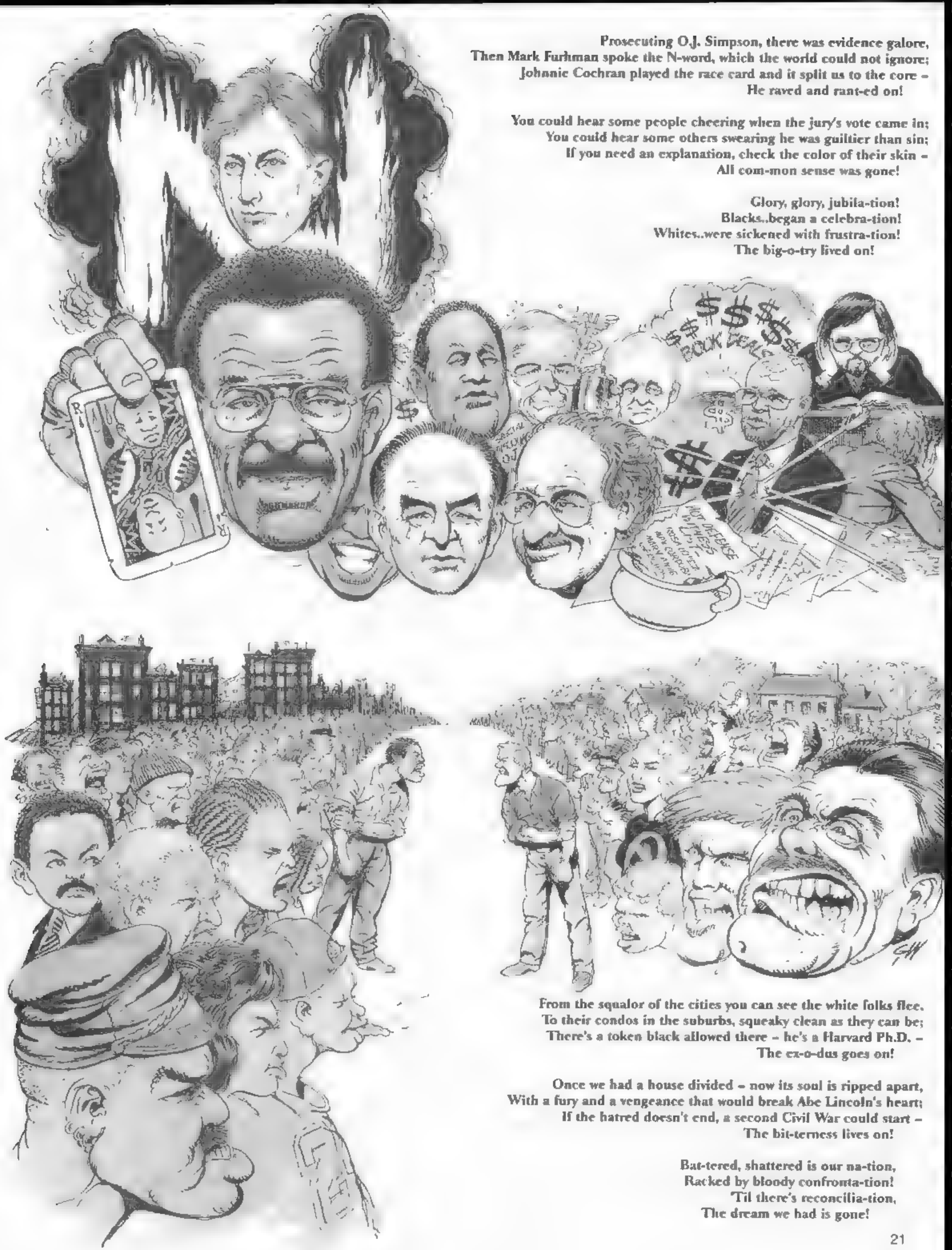
"We must help them," shout the Democrats, "No effort is too small;"
"I've decided," says Bill Clinton, "that they need a chance that's all;
"We will make them model citizens with midnight basketball –
The gangs will soon be gone!"

Blabbing, gabbing as expect-ed,
While..the needy are neglect-ed!
How..the hell were they elect-ed?
They ram-ble on and on!

Prosecuting O.J. Simpson, there was evidence galore,
Then Mark Furhman spoke the N-word, which the world could not ignore;
Johnnie Cochran played the race card and it split us to the core –
He raved and rant-ed on!

You could hear some people cheering when the jury's vote came in;
You could hear some others swearing he was guiltier than sin;
If you need an explanation, check the color of their skin –
All com-mon sense was gone!

Glory, glory, jubila-tion!
Blacks..began a celebra-tion!
Whites..were sickened with frustra-tion!
The big-o-try lived on!



From the squalor of the cities you can see the white folks flee,
To their condos in the suburbs, squeaky clean as they can be;
There's a token black allowed there – he's a Harvard Ph.D. –
The ex-o-dus goes on!

Once we had a house divided – now its soul is ripped apart,
With a fury and a vengeance that would break Abe Lincoln's heart;
If the hatred doesn't end, a second Civil War could start –
The bit-terness lives on!

Bat-tered, shattered is our na-tion,
Racked by bloody confronta-tion!
'Til there's reconcilia-tion,
The dream we had is gone!

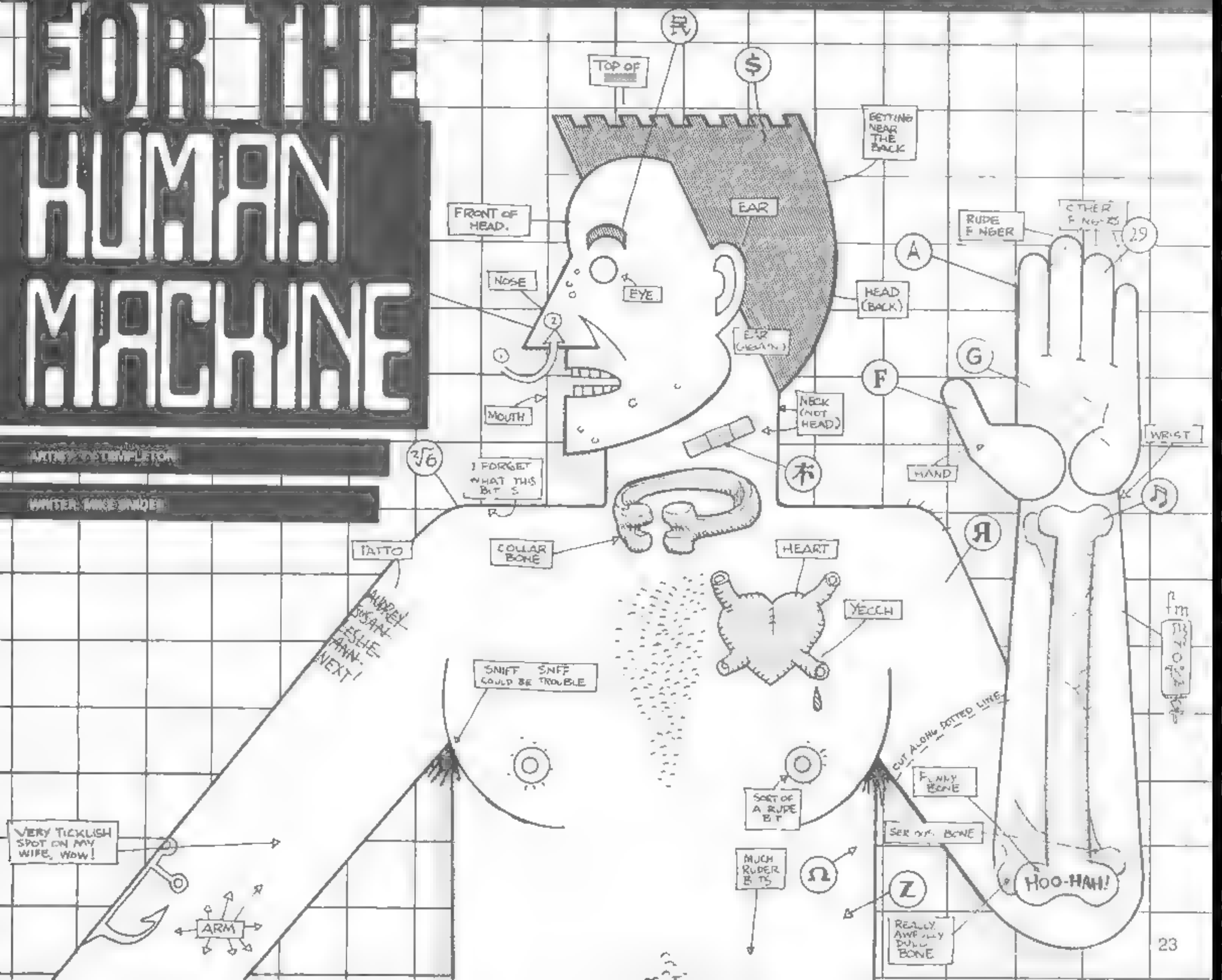
THE FLABBERGASTING FLAMENCO FINISH

A MAD POINT TO PONDER: *Then we can teach an old dog new tricks but so what? Even if you could, just when he got good at the trick he'd be dead. Because he's so old*

ARTIST AND WRITER: DUCK EDWING

Aren't computers great? Not only do they do neat stuff on their own, but they can compensate for our stupidity and clumsiness! There's software for awful typists (WordPerfect), sloppy layout artists (PageMaker) and even us dolts who can't spell worth a damn (spell check)! But what we really need is stuff which corrects our faults all the time, even when we're not on the computer - human software programs! Wouldn't it be nice if there were a whole catalog of

Badly-Needed Software FOR THE HUMAN MACHINE



WordPronounce

Why advertise your stupidity to the whole world when it can be a secret between you and your WordPronounce software? Automatically correct bonehead mispronunciation signals from the brain BEFORE they reach your mouth! (May not work in heavy-accent areas, including New England, New York City and the Deep South.)

#1102-489763 WordPronounce $39.99

QuikRETORT

Did you ever come up with the perfect comeback...two days after it would be of any use? QuikRETORT digitally compresses into mere seconds those hours and hours it takes the average, slow-witted mind to dream up something clever!

#5176-061871 QuikRETORT $29.95

BULL-Finder

Do you fall for every line of B.S. you hear? Then you need BULL-Finder! Its patented Malarkey Processor checks all statements for (1) logic, (2) sincerity and (3) bureaucratic legalese. A MUST for anyone planning to vote!

#4128-082471 BULL-Finder $189.00

Relationship-SAVER

(For Men)

Relationship-SAVER helps guys avoid those romantic land mines that they have a habit of stepping on by automatically keeping track of:

* Important (and unimportant) dates and anniversaries
* "Little white lies" that could pop up into arguments 6 months down the road
* Safe responses to trick questions like, "Am I fat?" or, "Which dress do you like better?"

#5931-602803 Relationship-SAVER (For Men) $229.95
Relationship-SAVER (For Women) Discontinued due to lack of demand

SmellCheck

Ever get caught cheating on your girlfriend because you walked in smelling like another woman's perfume? Your boss ever chew you out for drinking on your lunch hour because you came back reeking of gin and tonic? Never again! SmellCheck is the olfactory software that keeps you out of trouble by cross-checking your personal odors against its catalog of over 225 scents!

#1002-453071 SmellCheck $79.95

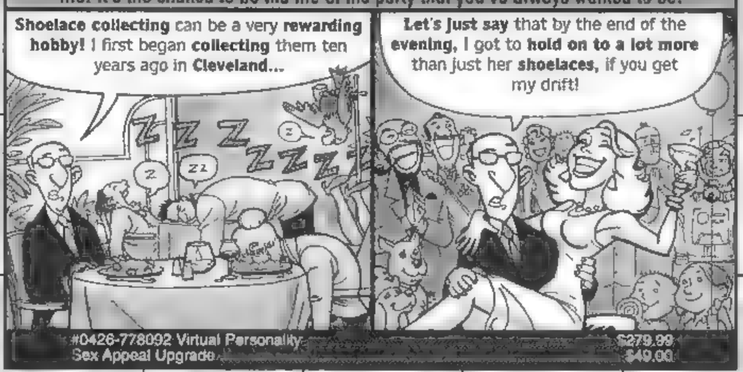
CHANGE Master

What's a poor Generation X clerk to do when the computerized cash register goes down? Figure out the correct change in his mind? GET REAL! These are graduates of the American educational system we're talking about! CHANGE Master: It's like actually being able to add and subtract!

#1775-976034 CHANGE Master $49.95
(Version 2.0 featuring Anti-Slack Jaw and Gum Snapping Utilities) $69.95

Virtual Personality

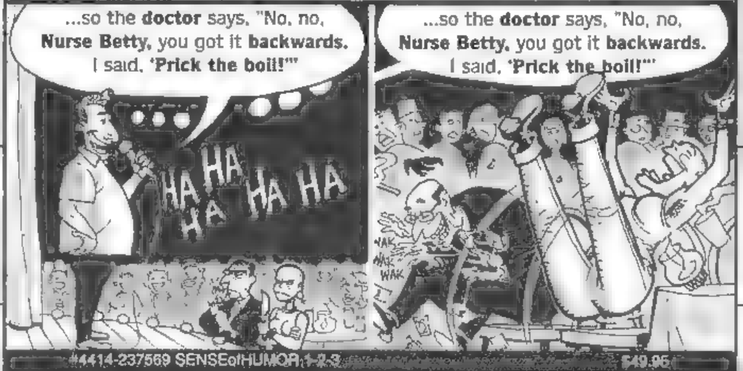
Do you have a near-Kevorkian ability to put people into a state of unconsciousness through sheer force of personality (or lack thereof)? With Virtual Personality's Charisma Replacement technology, you'll have everyone thinking you've been interesting all your life. It's the chance to be the life of the party that you've always wanted to be!



#0426-778092 Virtual Personality $279.99
Sex Appeal Upgrade $49.00

SENSEofHUMOR 1-2-3

Have you always been completely mystified by jokes, gags and witticisms? Find out what all the fuss is about with SENSEofHUMOR 1-2-3 — the only comedy appreciation software powerful enough to work on even lawyers and feminists!



#4414-237569 SENSEofHUMOR 1-2-3 $49.95

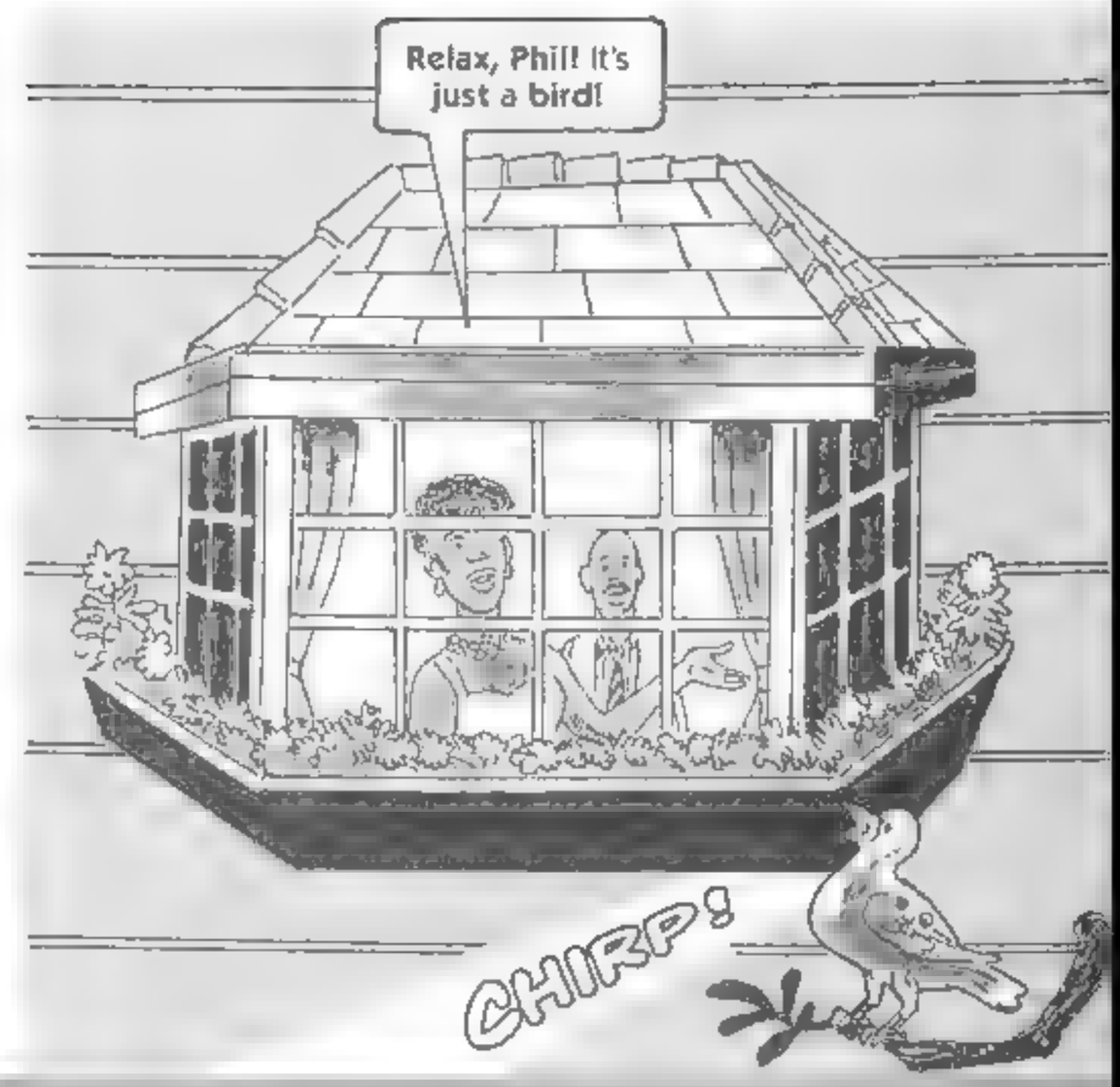
SECURITY

BERG'S-EYE VIEW DEPT.

THE LIGHTE

SUCCESS

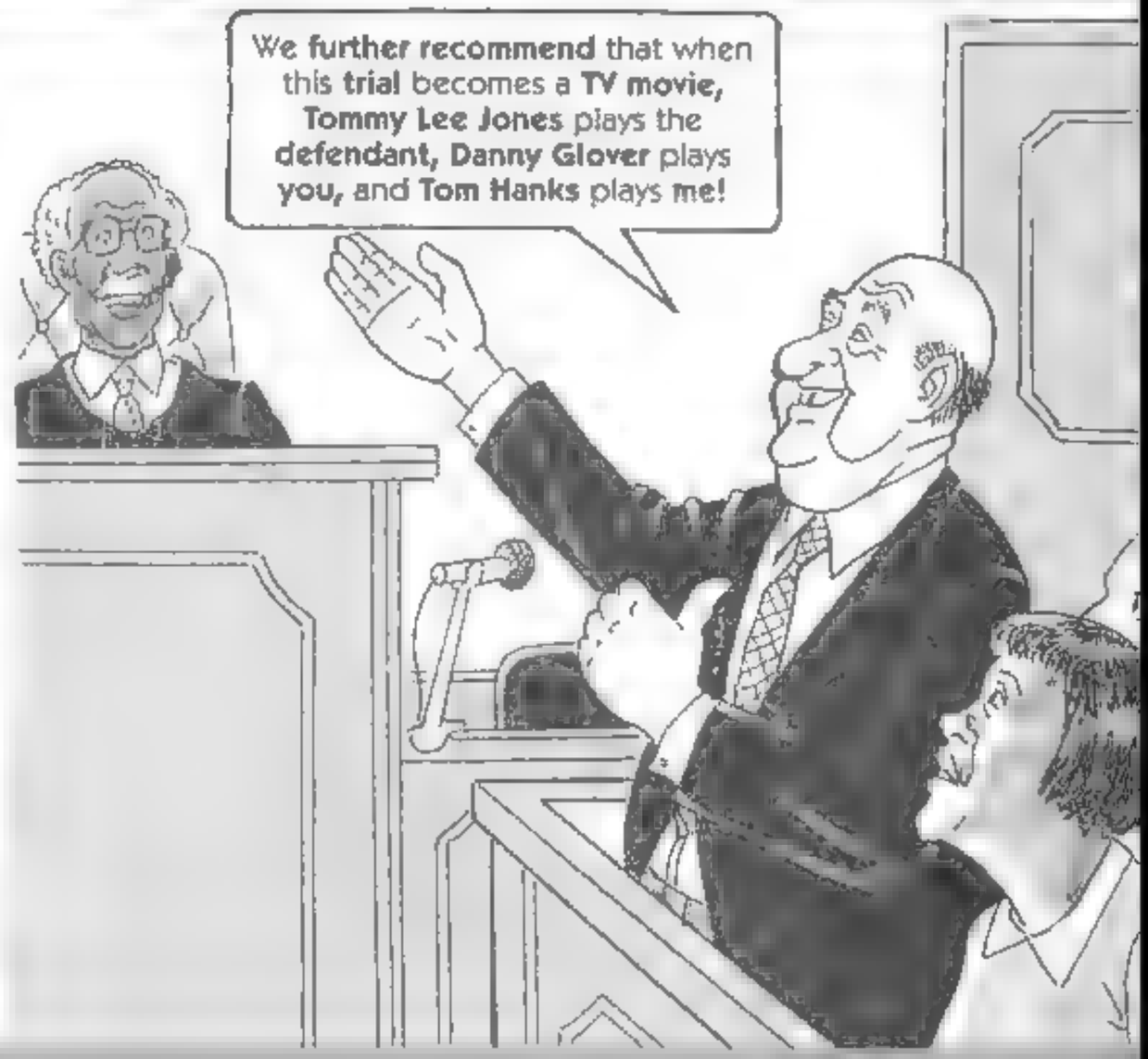
THE ELECTRONIC AGE



R SIDE OF...

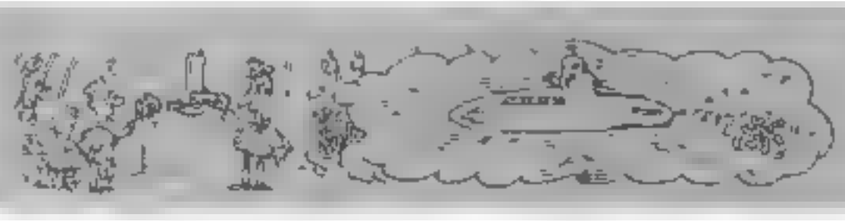
MODERN JUSTICE

ART ST AND WRITER DAVE BERG



SIBLINGS

MONEY



COMPARISONS

A MAD POINT TO PONDER: *It's nice to be important, but it's more important to be nice.*

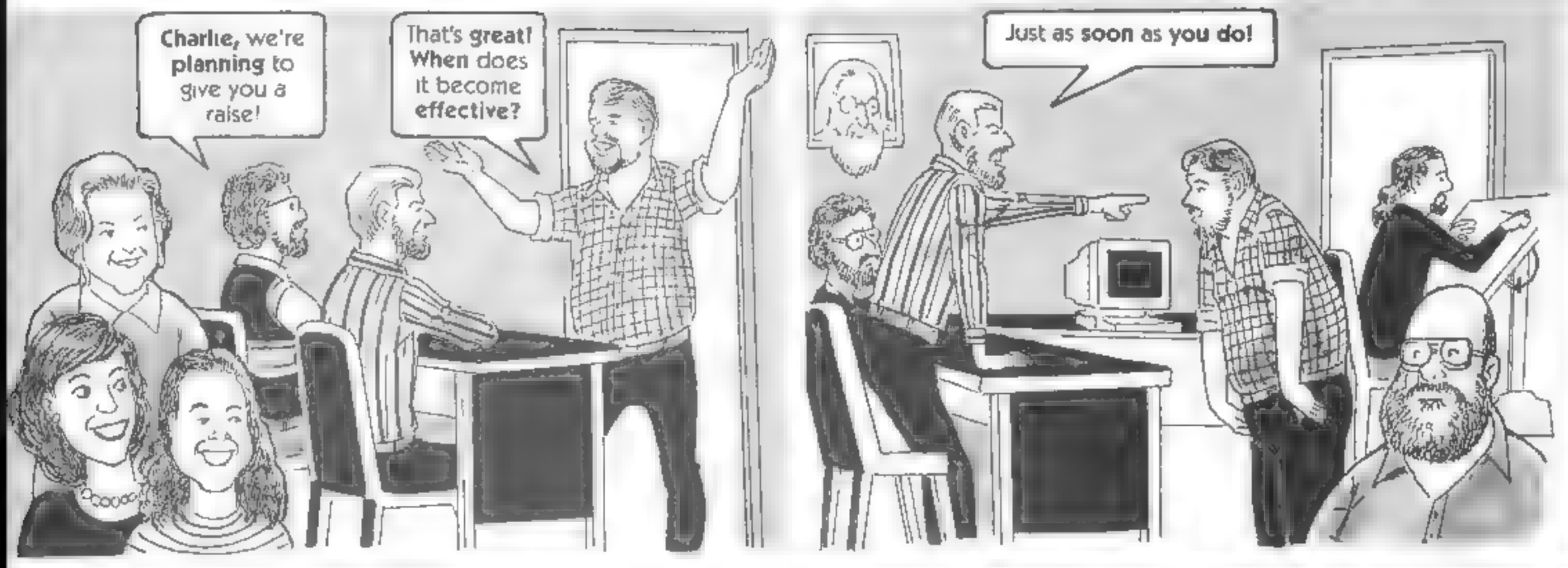
THERAPY

POSING

BELIEFS

DISAGREEMENTS

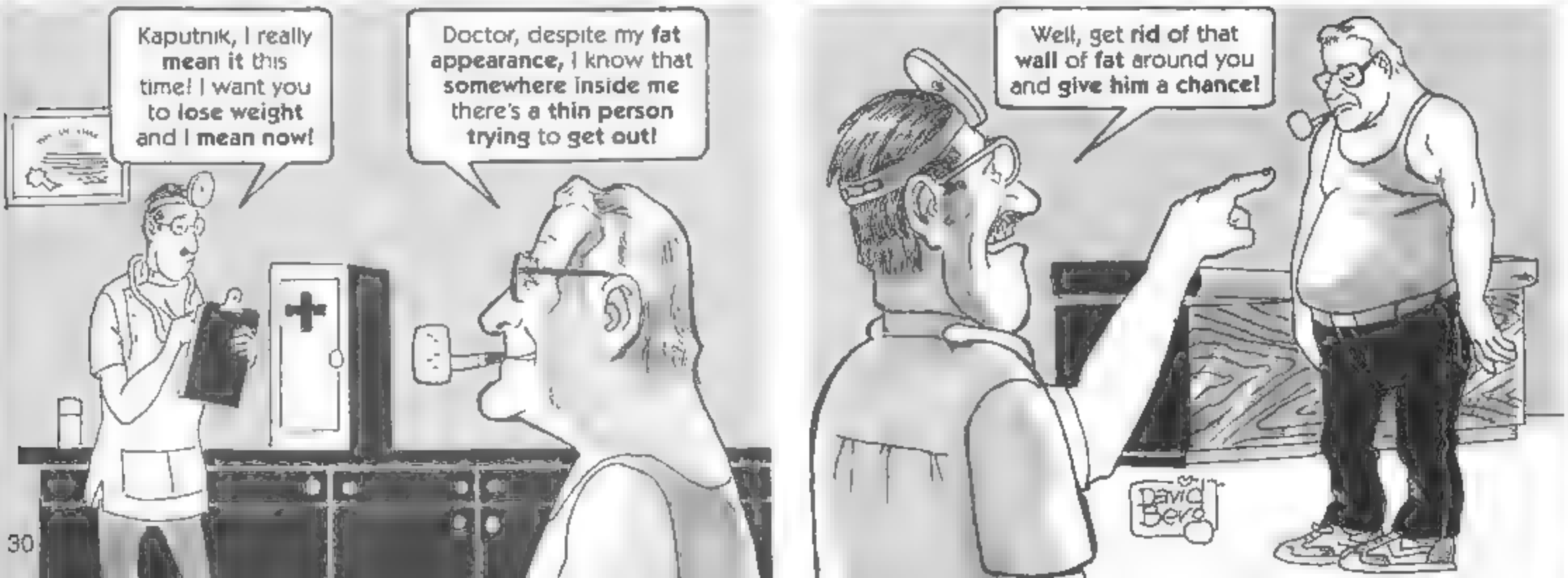
THE OFFICE



GRADES

A MAD POINT TO PONDER: You watch your bed. If you have to [illegible]

DOCTORS



LOLLAPALOSERS DEPT.

Let's face it, there are a lot of freakin' weirdos out there. And very often weirdos are overly obsessed with some trivial thing, whether it be comic books or America Online or movie stars or firearms. But today, class, we are going to concentrate on that very special brand of freak who goes loopy over musicians and their CDs, their videos and even their 8-tracks. You'll be shocked and amazed when you see...

The All-Time Pantheon of Oddball Music Fans

ARTIST: KYLE BAKER WRITER: DESMOND DEVLIN

CHAUNCEY GALOOT
Lungfish Falls, Montana

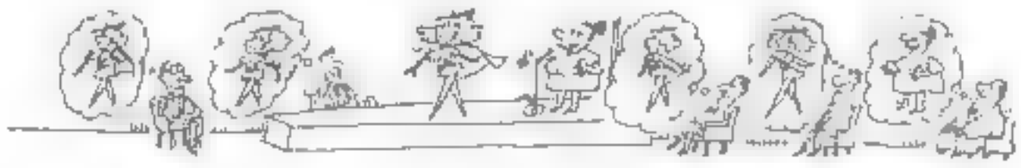
Every time he tapes a CD for his friend, Galoot sends the appropriate royalty fee to the record company.

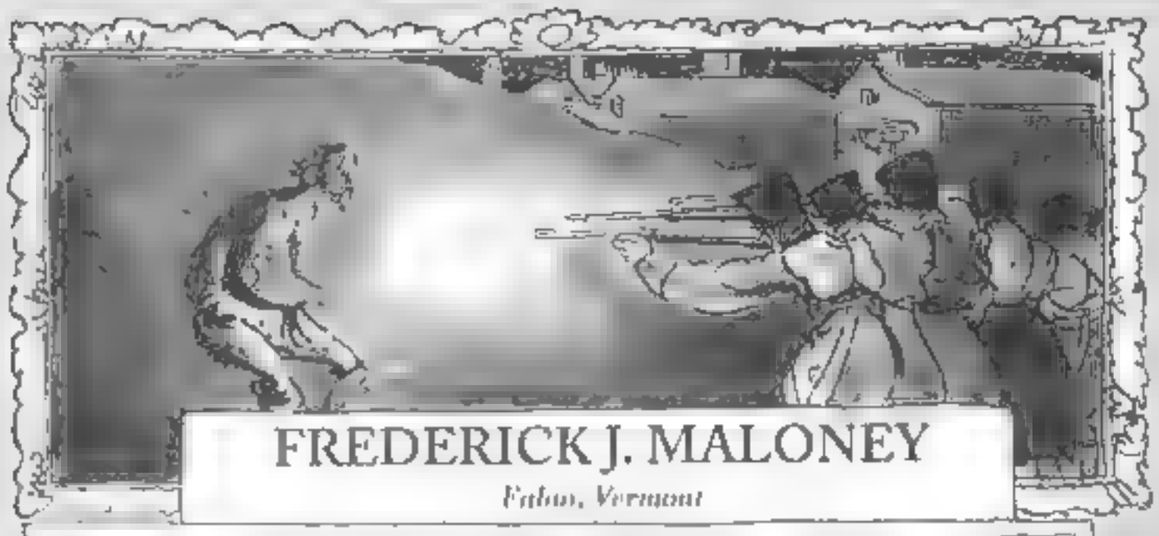
WENDELL M. FRACAS
Smegma, Ontario

Father of a 15-year-old and a 12-year-old, Fracas has never used the phrases "garbage" and "rap music" in the same sentence.

KNUTE CRAMPY
Quantas, Australia

After considering the matter for some time, Crampy has decided that he simply has no favorite Judd.





FREDERICK J. MALONEY

Fubar, Vermont

Slathered in brown mud after the Woodstock II concert, Maloney was mistaken for a bear while hitchhiking home and now proudly adorns the mantel of the North Adams Hunting Club.

LEEZA COLONJELLO

Amphetamine, New Jersey

Leeza knows for a fact that Jimmy Page really is about to call her like he said he would, only he's probably still tired from the great sex she gave him behind the ice machine in 1971.

MICHAEL OSTOMY

Krazo, Oregon

In a loud, clear voice, Ostomy asked for the latest CD by Hootie and the Blowfish without giggling once.

JEAN-LUC PERRY

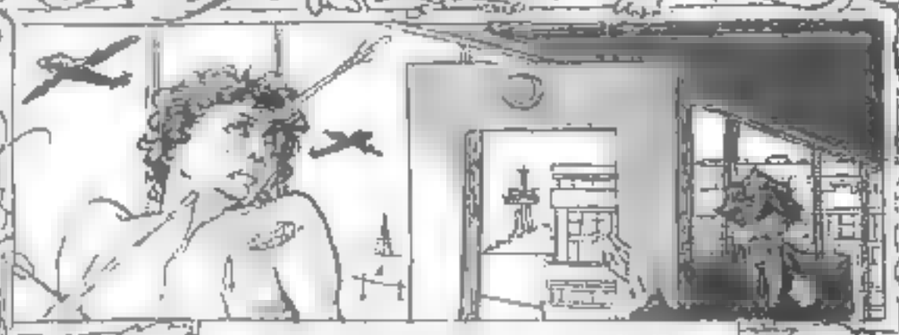
Marvemanger, France

Jean-Luc is currently suing 85 different superstars for stealing his personal song idea — the one that's about telling somebody you love them.

IBN-JARED SPURL

Grrzl, South Yemen

Spurl is still under the impression that Courtney Love named her band after her husband's head.



TORRENCE EP

Wanganui City, New Zealand

Due to his excessive array of body piercings, mosh-meister Torrence has been trapped behind the Sydney airport's metal detectors since 1988.

ABIGAIL POX
Villeville, Ohio

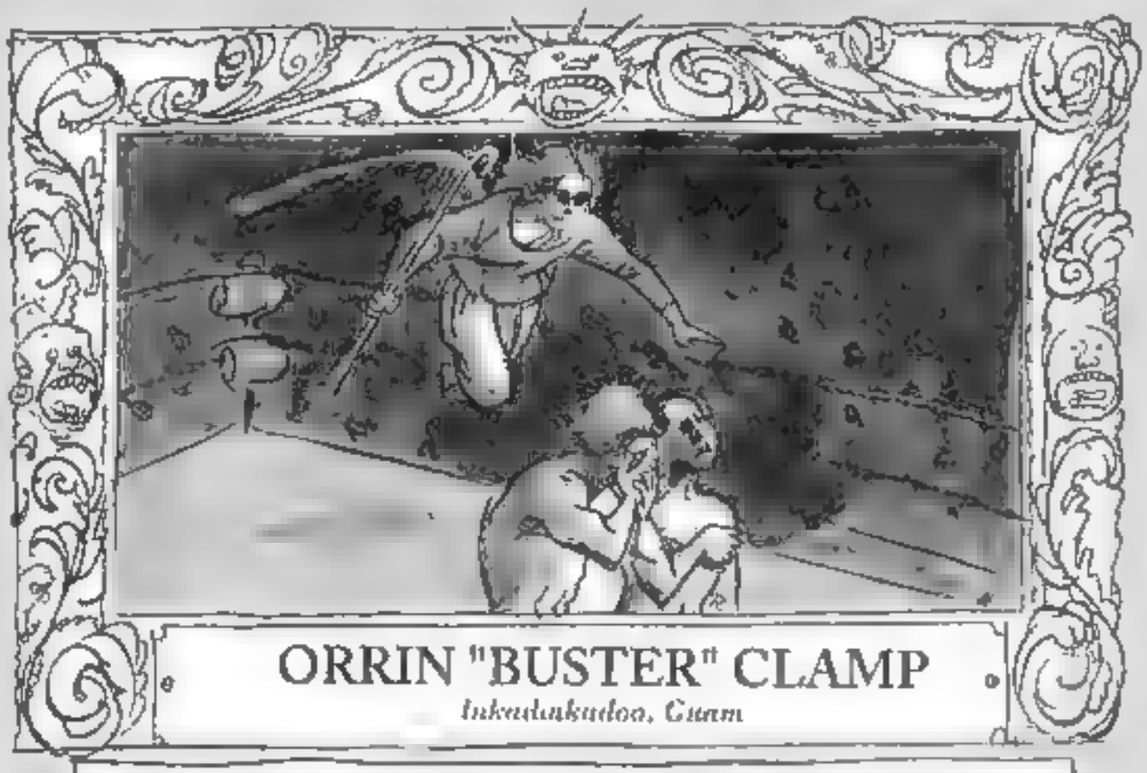
While attending a concert, Pox didn't howl, "You suck! Get off the stage!" at the opening band until they'd practically finished their first song.

WINK OSMOSIS
Gra City, Nebraska

After buying and enjoying the latest CD from rap superstar Shaquille O'Neal, Osmosis was surprised to hear that Shaquille is apparently also an accomplished athlete.

OZZY MANDIUS
Pudding-on-Gruel, England

Mandius feels that the only way to appreciate the full effect of heavy metal's subtle nuances and semiquavers is to play it at a reasonable level.



ORRIN "BUSTER" CLAMP
Inkudukudoo, Guam

After attending over one hundred AC/DC concerts, Clamp is 100% deaf and over 90% blind (fortunately, this has not affected his work as a referee for the World Wrestling Federation).

AFA SWANKEE
The Isle of Tonga

This uncivilized bushman is the last human alive on Earth who has not yet seen either of Madonna's breasts.

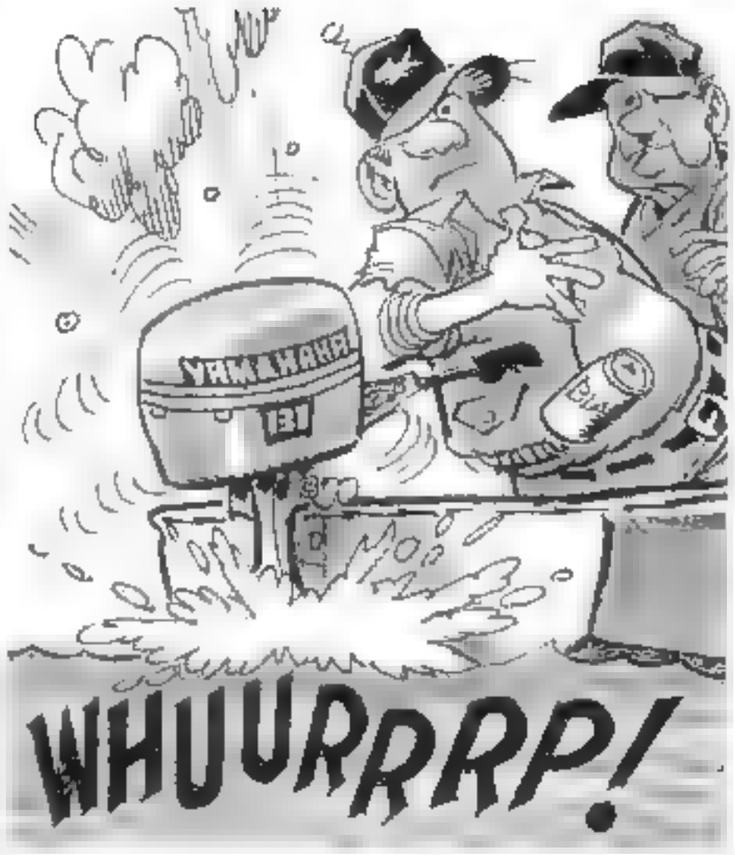
A MAD POINT TO PONDER: *If you put your butt out, I swear, I think how sad your other end's going to see*

BEHIND THE RETALIATE BALL DEPT.

Mother Nature's REVENGE

ARTIST: JACK DAVIS WRITER: STEVE GREENBERG

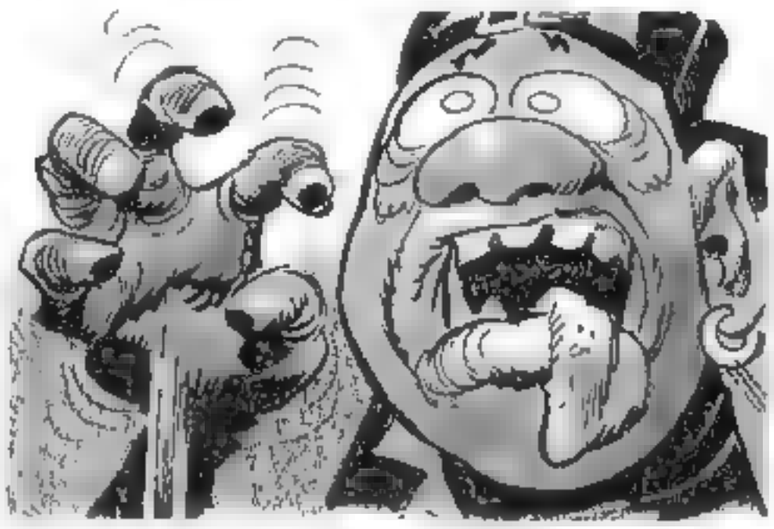
KLONK!

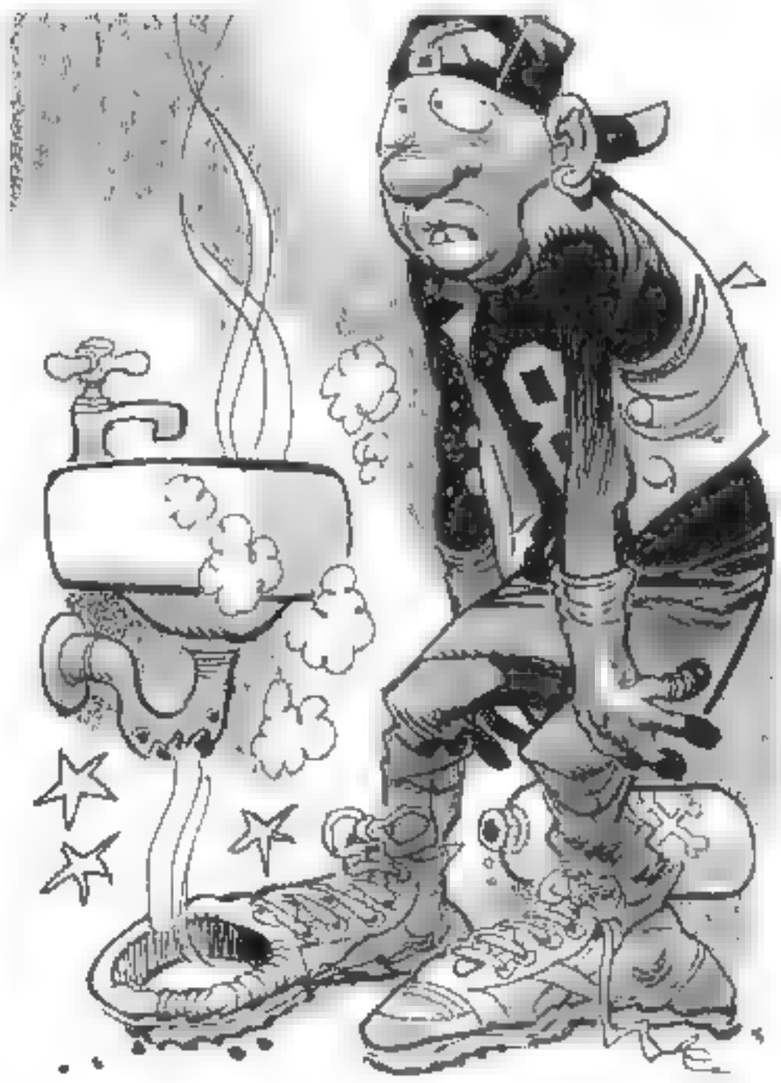

YAMAHA
WHUURRRP!

SMASH!

GLUG
GLUG
GLUG

HISSSSSS





CREEK

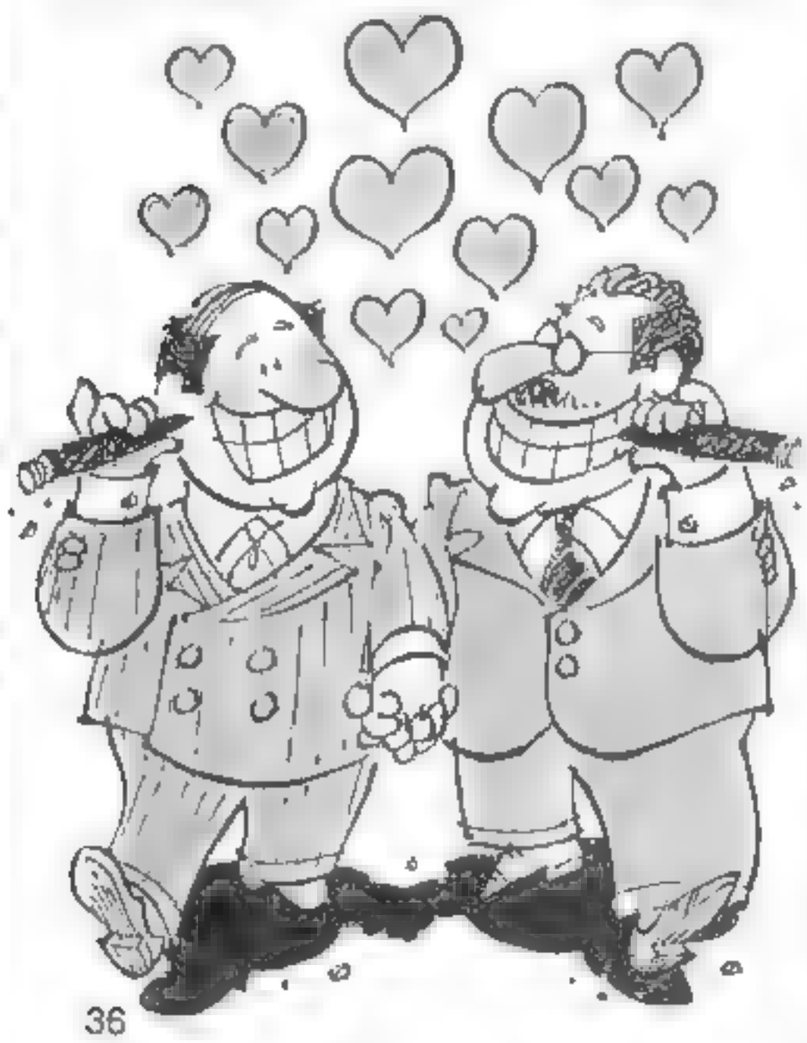
COMMITTING A SYNERGY DEPT.

Over the last few months it seemed like you couldn't open up the paper without reading about another corporate merger! Westinghouse takes over CBS! (Watch this fall for *Murder, She Wrote—By The Light of a 75-Watt Westinghouse Bulb!)* Disney acquires ABC! (In a very special episode of *Family Matters,* Steve Urkel discovers the true meaning of Christmas when he reunites a homeless boy with his father, a hot dog vendor at EuroDisney!) While these kinds of deals shake Wall Street, all they mean to us is that the big get bigger, and still force their crappy products on us! Just once we'd like to see two companies get together in a deal that benefits the average slob! Like these . . .

CORPORATE MERGERS

That Would Do Us All Some Good

ARTIST PAUL COKER WRITER MIKE SNIDER



IF...

JACK IN THE BOX

MERGED WITH

PARKE-DAVIS

...each and every bacteria-tainted hamburger patty could have a dose of penicillin already inside!

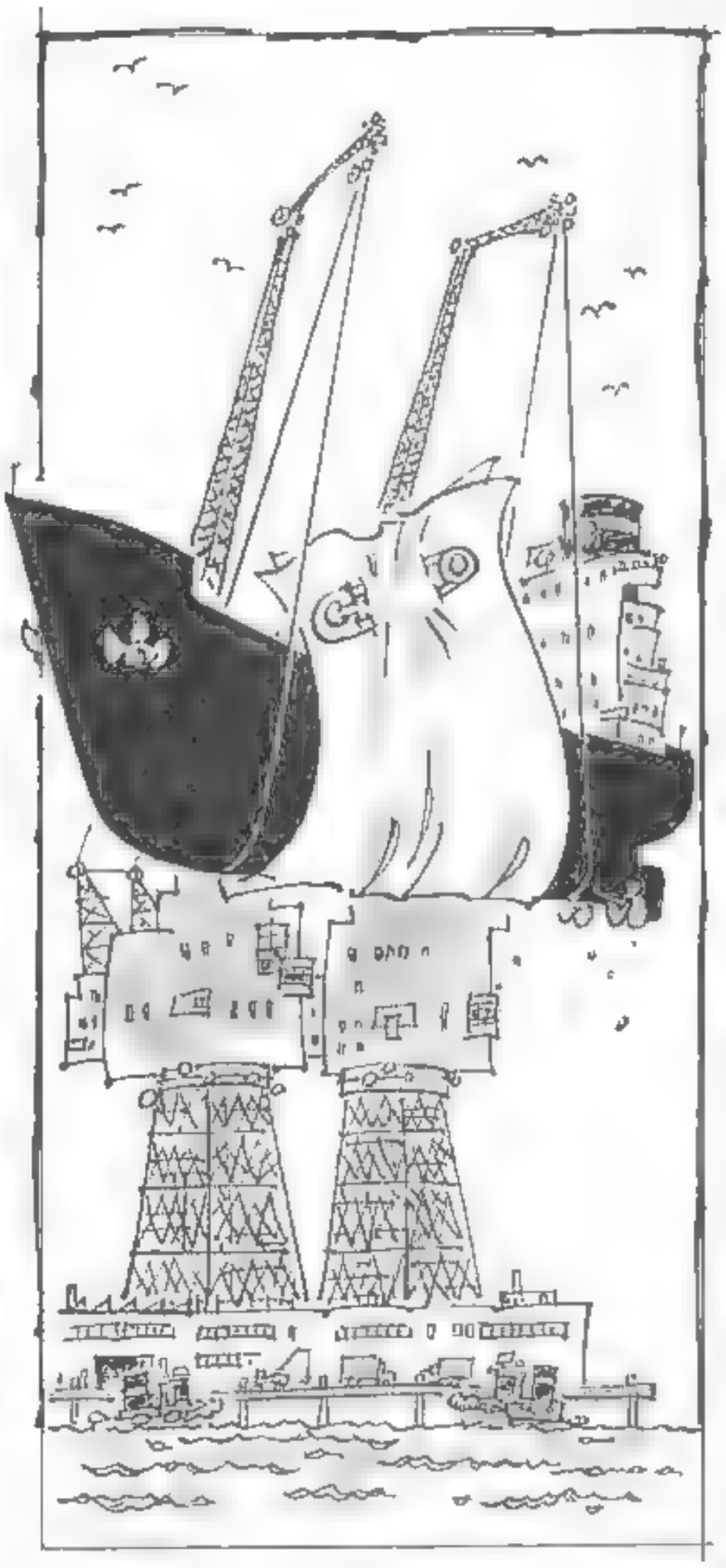
IF...

EXXON

MERGED WITH

Pampers

...they might finally get some leak-proof oil tankers!



A MAD POINT TO PONDER: *Those who cannot remember the past are doomed to repeat it. Those who cannot recognize the present are doomed to repeat it.*

IF...

MERGED WITH

NBC and CBS

...we'd only have to endure *one* dopey made-for-TV movie for every sleazy scandal to come along!

IF...

MERGED WITH

THE MONEY STORE

...a family of 4 visiting one of their parks could get a second mortgage right at the ticket booth – when they need it!

IF...

MERGED WITH

THE GAP

...their airline-seat designers could get some much-needed pointers from folks who have actually measured a human body!

IF...

PROCTER&GAMBLE

MERGED WITH

Frito Lay

...those "Detergent Scientists" might just invent something that will get that slimy orange Cheetos residue off your fingers!

IF...

macy's

MERGED WITH

TROJAN

...we'd surely see the most entertaining Thanksgiving Day Parade in years!

IF...

NIKE

MERGED WITH

Smith&Wesson

...buyers of $140 sneakers would also get something to protect them with!

IF...

MAIDENFORM

MERGED WITH

VELCRO

...millions of horny young guys would be eternally grateful!

IF...

Nautilus

MERGED WITH

TRANSFORMERS

...you could make something useful out of that weight machine when you give up "pumping iron" after two weeks!

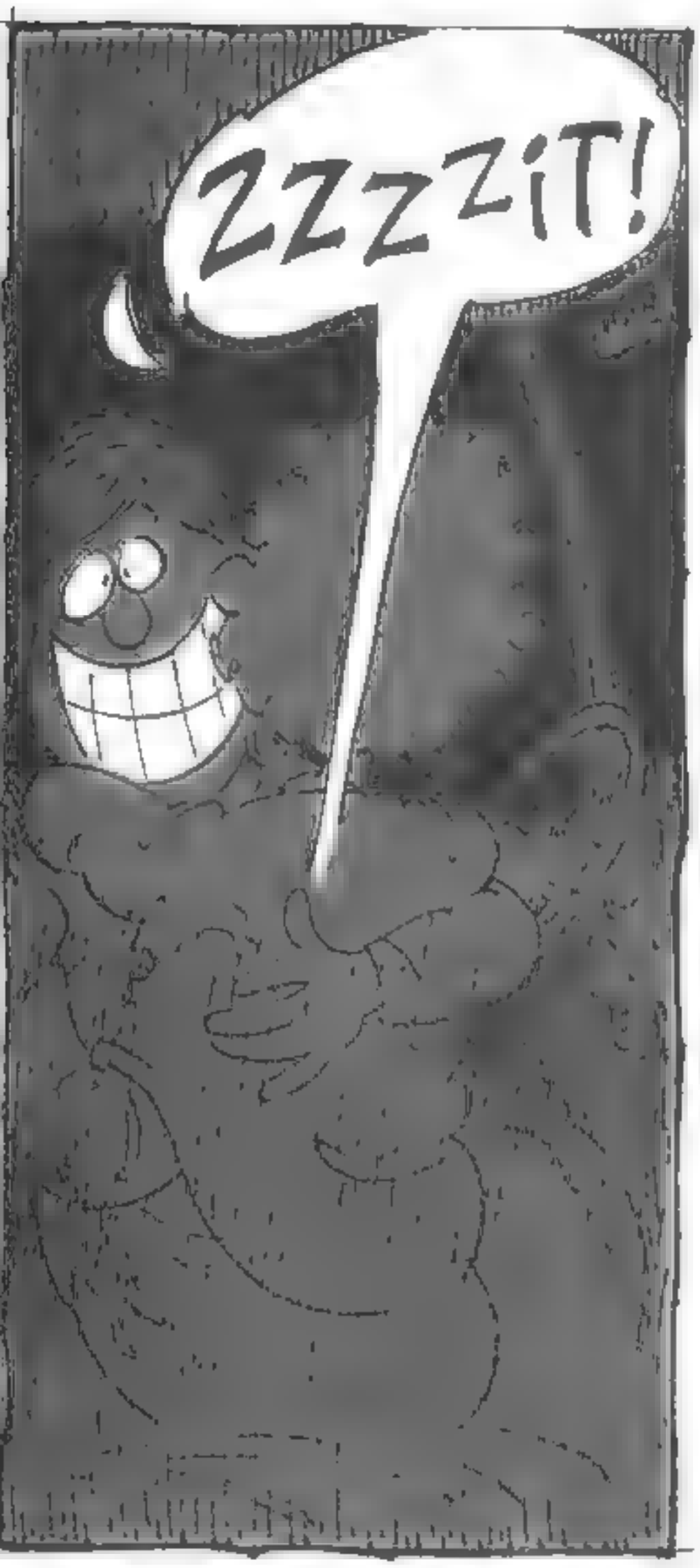
IF...

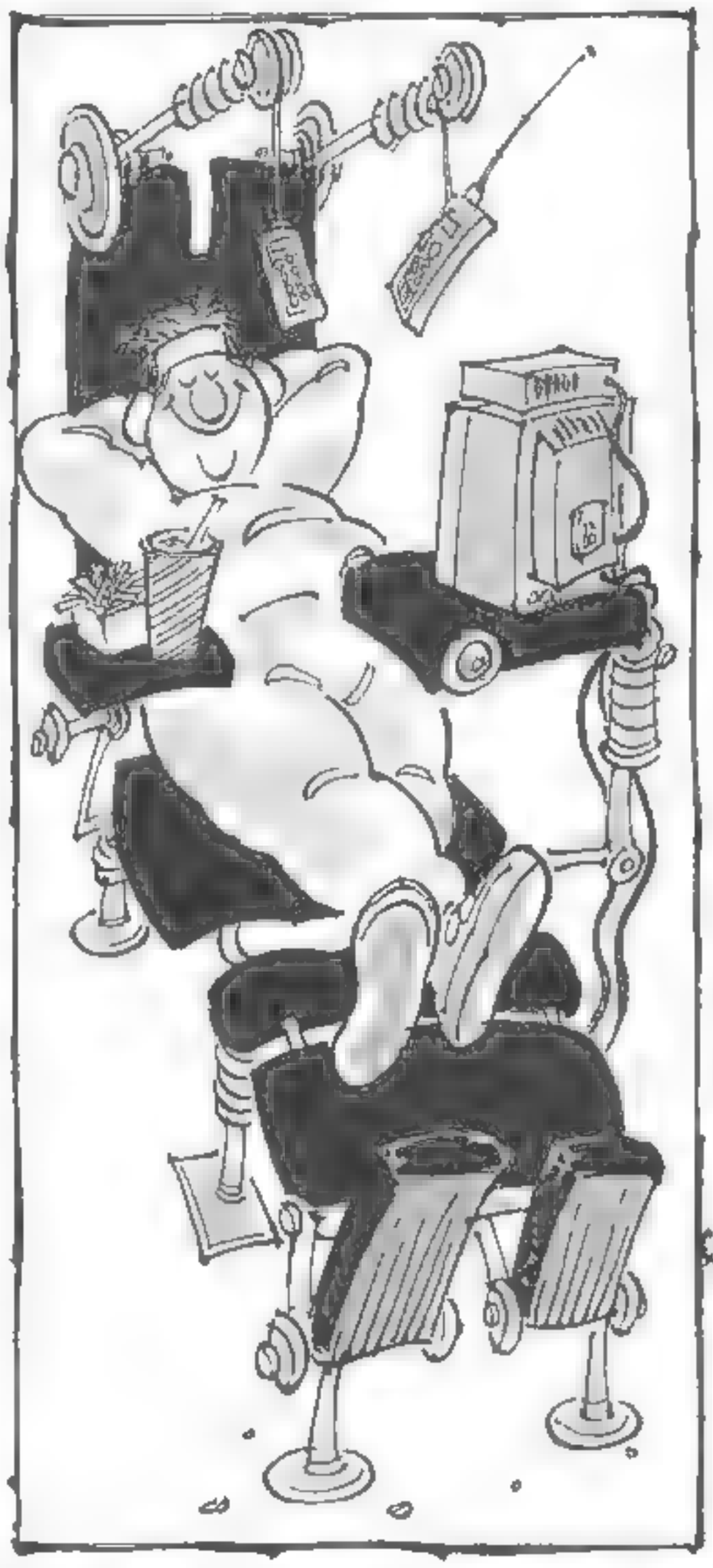
Ralston Purina

MERGED WITH

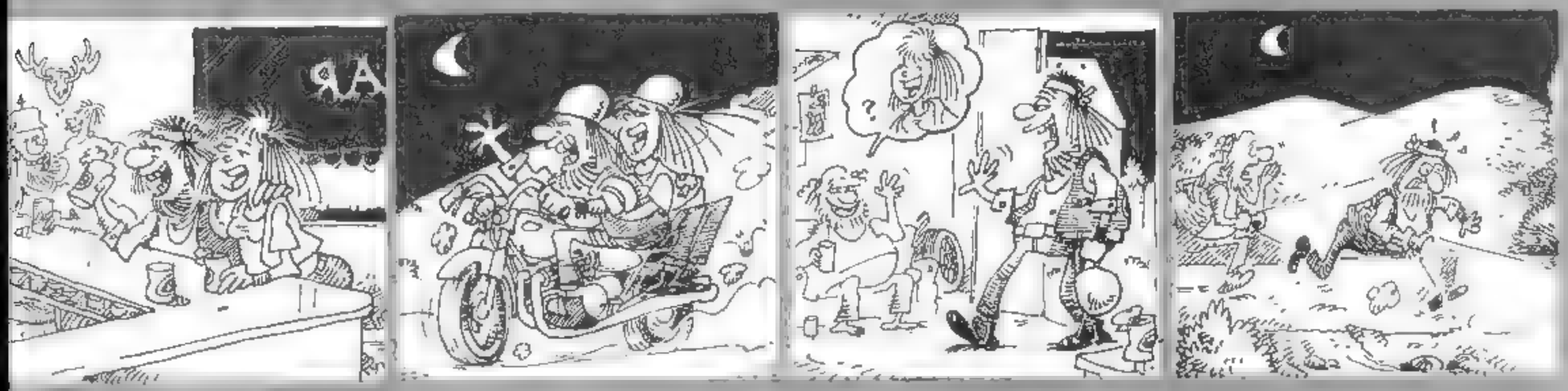
DU PONT

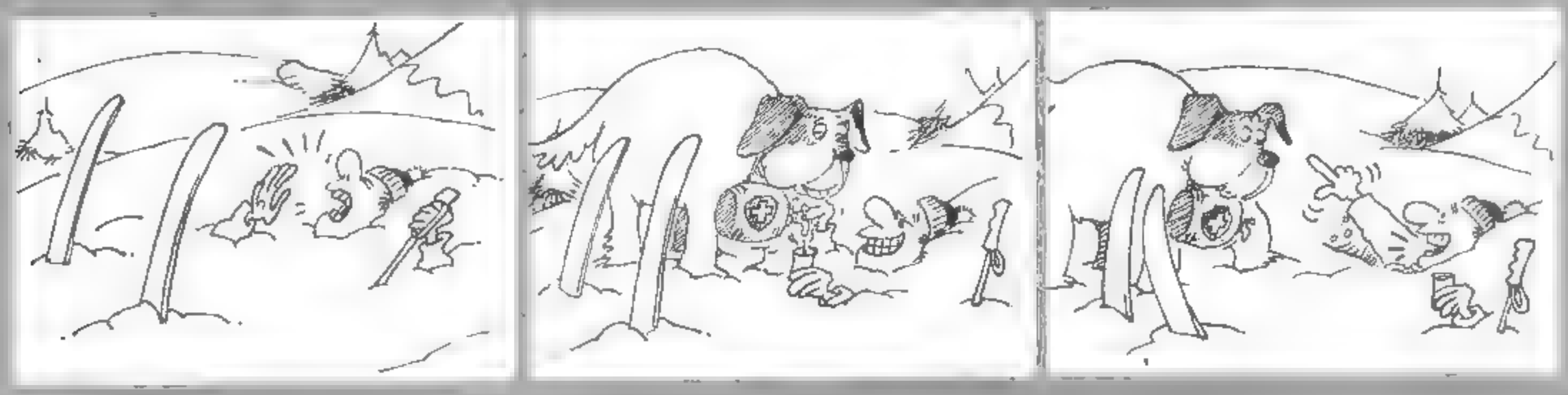
...they might find some way to mix Teflon and pet food to produce non-stick dog-doo!





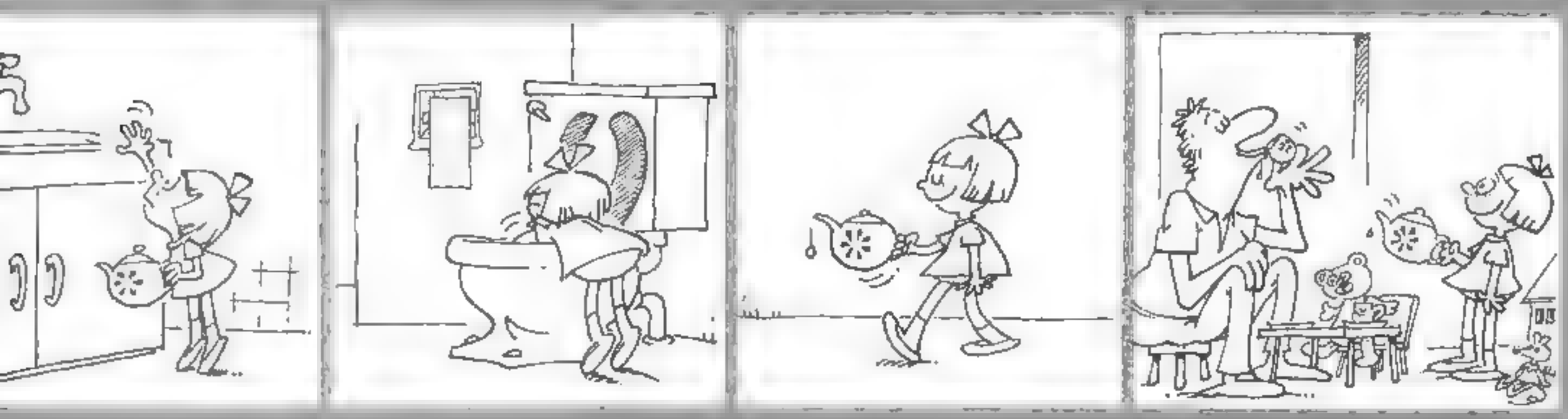
A MAD LOOK AT

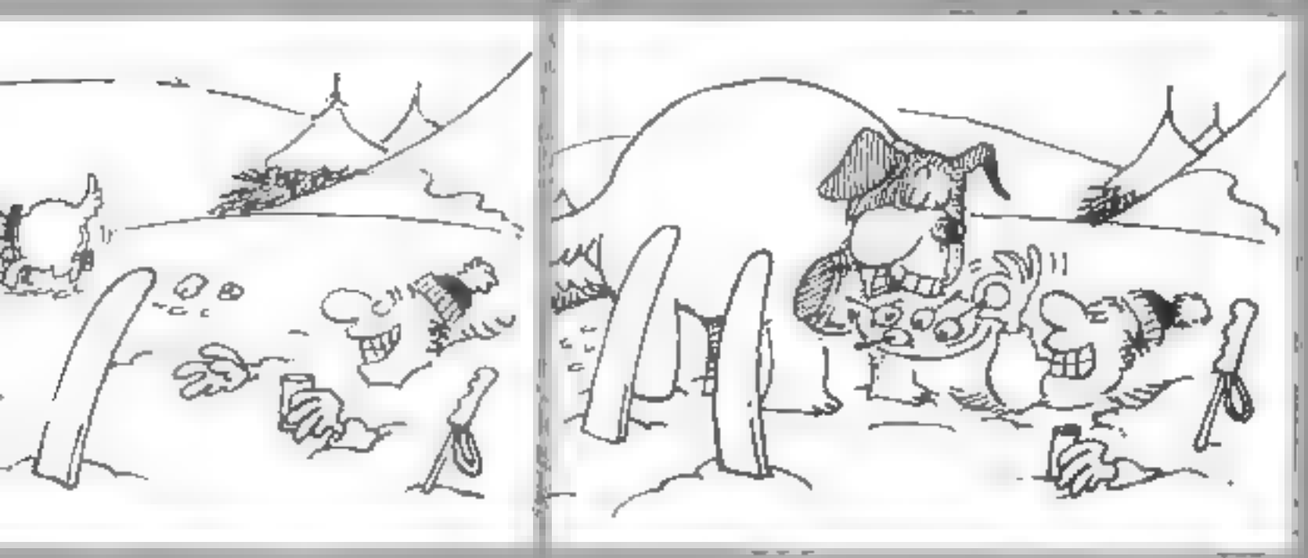


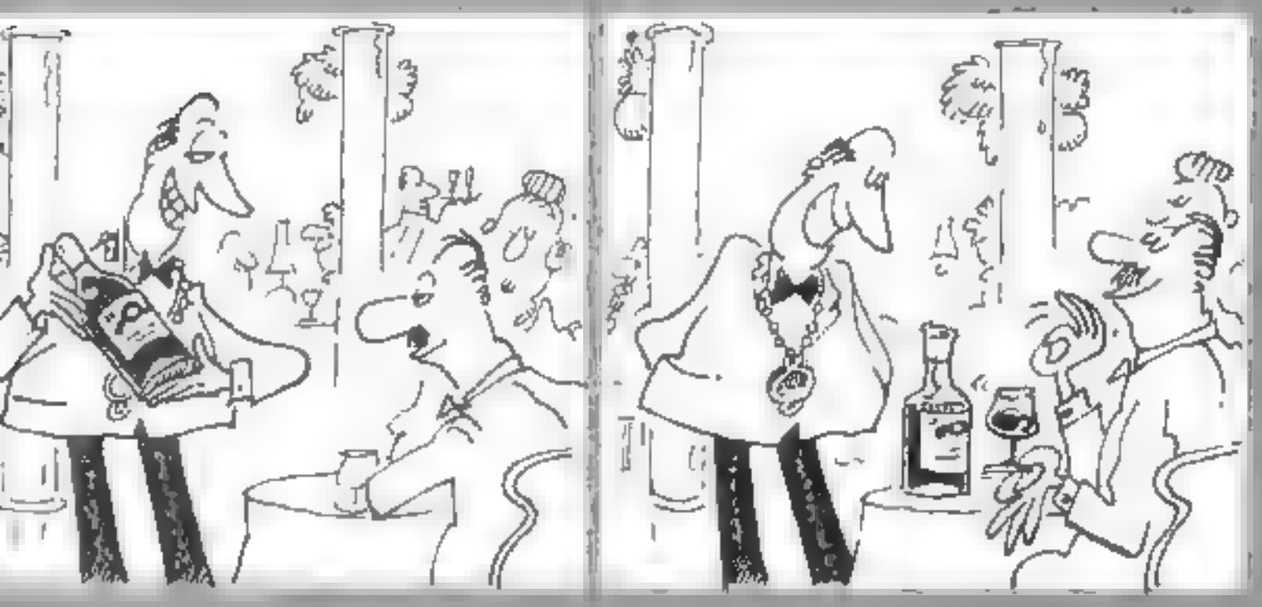


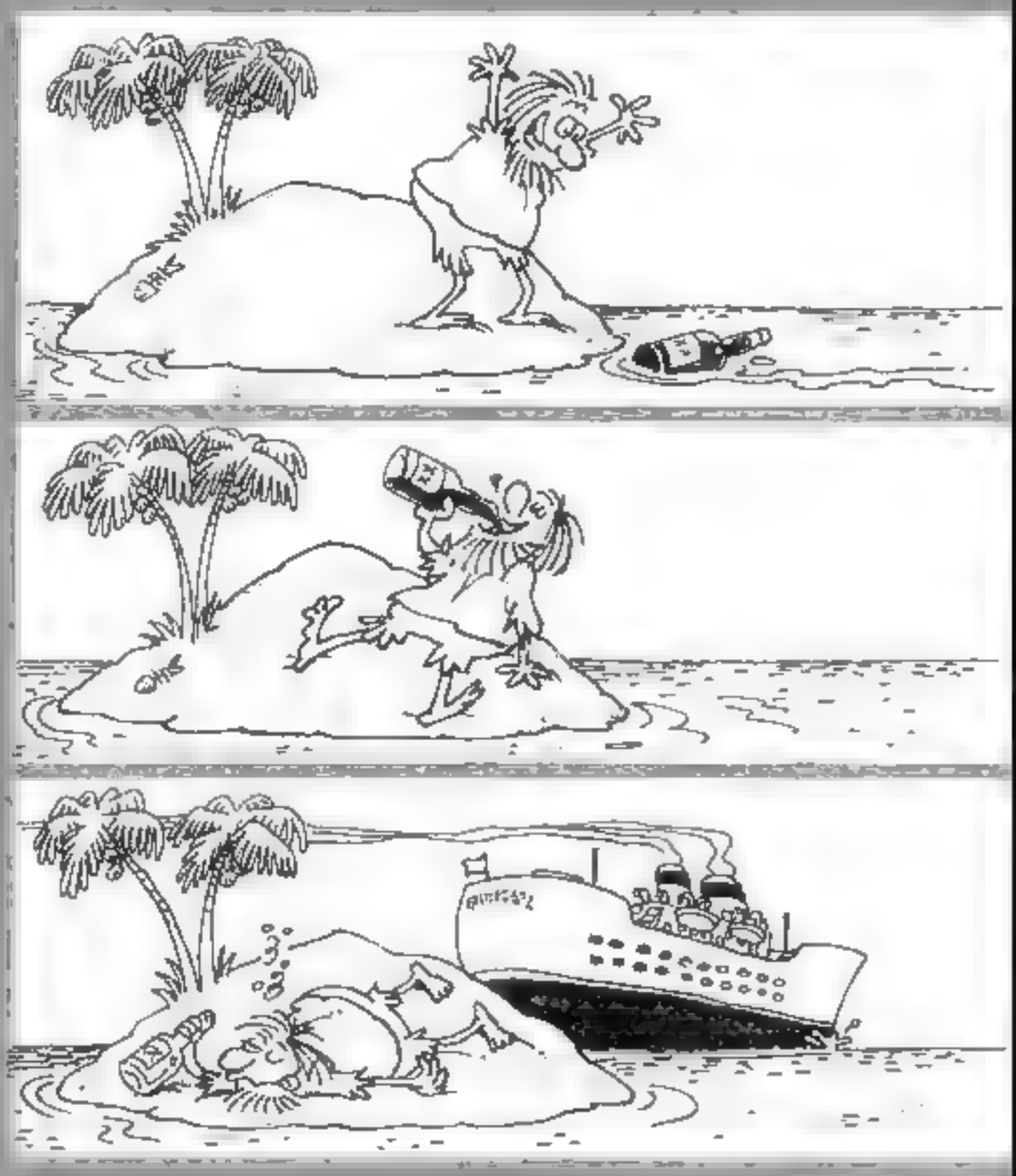
DRINKING

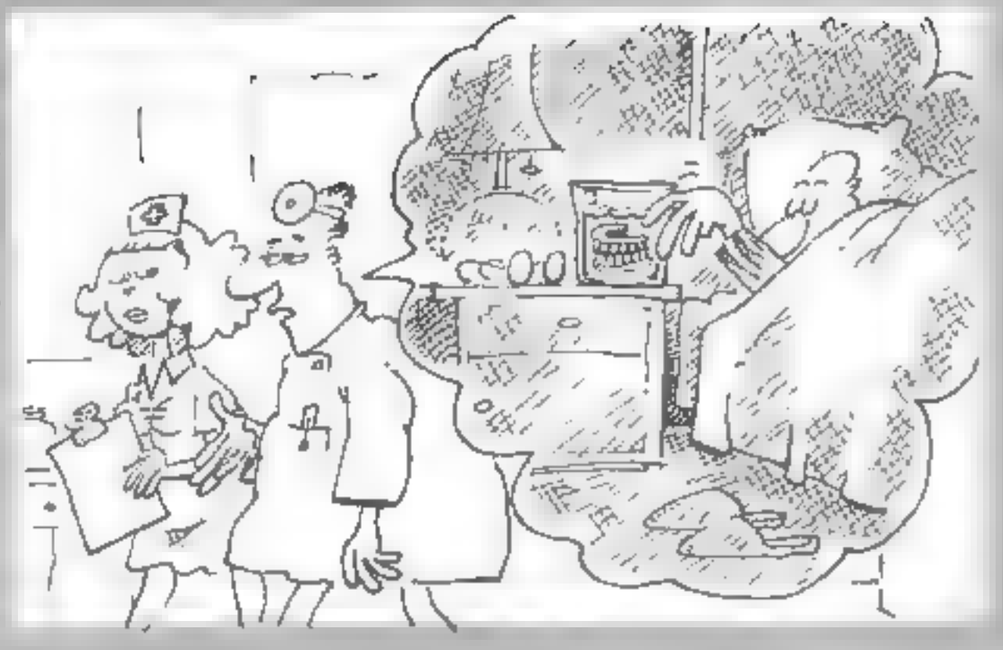
ARTIST AND WRITER: SERGIO ARAGONES











A MAD POINT TO PONDER *The only thing worse than being talked about is not being talked about. Of course a swift kick in the pants is another matter.*

UPCHUCK NORRIS DEPT.

Most critics agree that karate king Chuck Norris' talents are too small to fill the big movie screen effectively! But now that he's got his own TV series, it's a different story — it's obvious his talents are too small to fill the small TV screen as well! See for yourself as we comatose our way through...

sleepWALKER, TEXAS STRANGER

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO

I'm **sleepWalker**, a modern day **Texas Ranger!** I have a **badge**, a gun,and a **mean left foot! KICK! CRUNCH!** About the **only** thing I **don't have** is the **ability** to register any **human emotion! KICK! CRUNCH!** And, oh **yeah**, I also have a real **mean temper! KICK! CRUNCH!** That's why I'm **pulverizing** this **waiter!** I told him **whole wheat**, not **sourdough! KICK! CRUNCH!**

I'm **Trivet**, **sleepWalker's** Ranger buddy! He likes **bone crunching**, **bloody battles**, but they turn **my stomach!** And that's **really** saying something when you consider I'm a **former NFL star!** The truth is **sleepWalker** isn't the **unfeeling brick wall** he's **reputed to be!** One time we were **cornered** by **25 bad guys!** It looked like **sure death! sleep-Walker** actually **broke down** — and **exhaled! Swear to God!**

I'm **Aleck**, the attractive **D.A.**, but I'm **more** than just a **pretty face! I also** have **great legs** and **fabulous blond hair!** Not to mention some of the **shortest skirts** worn in Texas **law enforcement!** That's how I got the job! In **TV rating land, D.A.** stands for "**Displaying Assets**"!

I'm **Uncle Rare**, a typical "happy go lucky" **TV character** who runs **a bar** — and seen for only **30 seconds** at **the end of an episode** when all the **main characters** come in for a **chat**, a dumb closing line, and **a lame freeze frame!** That's why I can hardly believe I made **MAD's opening splash panel!** My **career's** on the **move!** Hey, **Andy Griffith** can't play **every** old duffer **role!**

I wonder why they **allowed Chuck Norris** to **sing** the **theme song** for this **show?**

Well, since he **can't act**, it's only natural for them to want to **prove** he **shouldn't** have been a **singer**, either!

I'm **sleepTrotter**, **sleepWalker's horse!** When he doesn't use his **truck** to get around, he uses **me!** You may notice that on **this** series they generally **film** just the **front end of me!** That's because they don't want to confuse the **viewers** by showing more **horses' asses** than are absolutely **necessary!**

While you were in the bathroom, some thugs kidnapped Aleck!

Why didn't you chase them?

Are you nuts? We waited 90 minutes for this table!

Let's go track her down! But first, I'll fix this table so no one can use it while we're gone!

CRASH!

There! Now no one can use it while we're away! But remember that we have to pick up some wood glue on the way back!

Pick some up? With the way that you break up furniture everywhere we go? I keep a 10-gallon jug of the stuff in the truck!

Did you see some thugs dragging a woman out of here?

Yes, I did! Let me introduce myself! My name is Denny, and I'll be your convenient snitch for this show!

Well then, snitch! Which way did they go?

The two men with the gun, dragging the white woman went that way! The two men with the knives, dragging the black woman went that way! The three men with the baseball bats, dragging the Asian woman went that way! The Hispanic lady, dragging the Native American on a rope —

Th.s restaurant is in one tough equal-opportunity neighbor-hood!

They sped out of here in a tan car!

Great! That's the information we need! A tan car! Let's go!

sleepWalker, there must be thousands of tan cars driving around this neighborhood!

It was a tan car with smudges on the license plate!

Bingo!

I'm going to make a sharp left here!

But isn't that a tan car with smudges on the license plate right in front of us?

Yes, but we haven't done our "driving the four-wheeler over rough terrain" scenes yet! And those are the only scenes on this show that simulate some action!

You know Trivet, wearing this badge means a lot to me!

I know! It empowers you to uphold the law!

No, better! It empowers me to drive like a lunatic and not get a ticket!

That looks like them down there! I'll have to find a place to land this thing!

Wait a minute! How did we get from your four-wheeler into a police helicopter?

We're not in a police helicopter! We're still in my four-wheeler! You had your eyes closed when I drove up that freight ramp at 90 miles an hour and launched this baby!

Damn! I thought we were the only ones driving trucks up here! That idiot almost hit me! This job is getting too dangerous! I'm going back to UPS! They still drive on the ground!

DHL

We lost the tan car with the smudges on the license plate, and the people upstairs are real unhappy about it!

Why are the roofers unhappy about it?

Uh, who said anything about "roofers"?

You said the people upstairs are unhappy! Aren't you talking about the people fixing the roof?

I'll save you before he drives you completely insane. Trivet! sleepWalker, there's a phone call for you!

We've got Aleck, and we're not afraid to kill her!

You don't scare me! Go ahead, kill her! Cut her in little pieces and feed her to the sharks!

sleepWalker, you're a brave man, but don't be so brave with HER life!

On second thought, don't kill her! But stay on the line while we trace this call!

Boy, no wonder every thug in town calls you an idiot! You're the kind of officer who watches the *Police Academy* movies to brush up on his law enforcement skills!

Fortunately, thugs don't hang up on sleepWalker because they don't want to miss out on a good laugh! Meanwhile, we get to trace the call!

What do you want? I'm listening!

One million dollars, and you're going to have to act fast!

Act fast? He can't act, period! I'm finished!

I want the money in small bills!

Boy, now YOU'RE the stupid one! Bills only come in one size — like, 2 by 5 inches!

No, small bills ..10s, 20s, like that schmendrick!

Okay! But they're all going to be that 2 by 5 inch size!

See? I was able to keep those thugs on the phone long enough for you to trace the call!

Yeah, it was their 13 minutes of laughter as you described the size of the ransom money that kept them on the line so long! According to the phone trace, they're in that abandoned factory building!

sleep, you're sweating like crazy! I didn't think this sort of thing bothered you!

Ferreting out sleaze-bags doesn't bother me! I'm sweating because I'm wearing this heavy, down-to-the-floor overcoat they gave me for the opening credits, and it's 101 degrees!

This is a monstrous factory, but they're holding Aleck in the basement!

Wow! Just how did you know that?

It's a feeling! If I was a snake, I'd be in the basement!

Huh? What the hell does that mean?

I don't know, but don't call attention to it! I'm always saying stupid things that sound like they're profound, but mean nothing! It's an image thing!

I know that face! We sent him to jail seven years ago!

Are you sure about that, sleep-Walker?

I never forget a face! And he's got Nancy tied up!

Um, don't you mean Aleck sleep Walker?

Hey, I said I never forget a face! Names? That's like the mountain sleeping

Never mind the mountain sleeping! Take pity on our audience sleeping!

Surprise, suckers!

Who's getting the surprise? It's 17 of us against the two of you! What do you think of those odds?

I crunch bones not numbers, so I'll just assume they're good odds in our favor!

How come sleepWalker always fights in slow motion?

To keep the show from going off the air ten minutes early! Not much happens in this hour, so you gotta stretch every scene!

The thugs dropped a 440-volt electric wire on him!! Is he alive?

He can't be!

Why? What's his temperature?

Zero!

Then he's fine! Zero is his normal temperature! It's when it goes *below* zero that he's in trouble!

sleepWalker, do you realize you spend a heck of a lot of time looking at people through binoculars?

I have to! I'm a law enforcement official and I don't want to be noticed!

Yeah, but we're in a bar, and the guy you're looking at is just three feet away! That's why I think you ARE being noticed!

I can't believe what you did today, sleepWalker!

You mean how I broke up a babynapping ring, stopped an assassination attempt on a Senator, nabbed a crooked bounty hunter and rescued Aleck?

No! I mean when they dropped that 440-volt wire on you, I understand you actually said "ouch!"

Hey, even a tough guy like me lets his emotions get the best of him once in a while!

For his incredible work in crime prevention, we dedicate this new addition to our celebrity wax museum — the figure of sleepWalker, Texas Stranger!

HOUSE OF WACKS

Wow, it looks just like him! Acts just like him too!

Hey! That IS sleepWalker!! That means Trivet just drove off with the wax dummy!

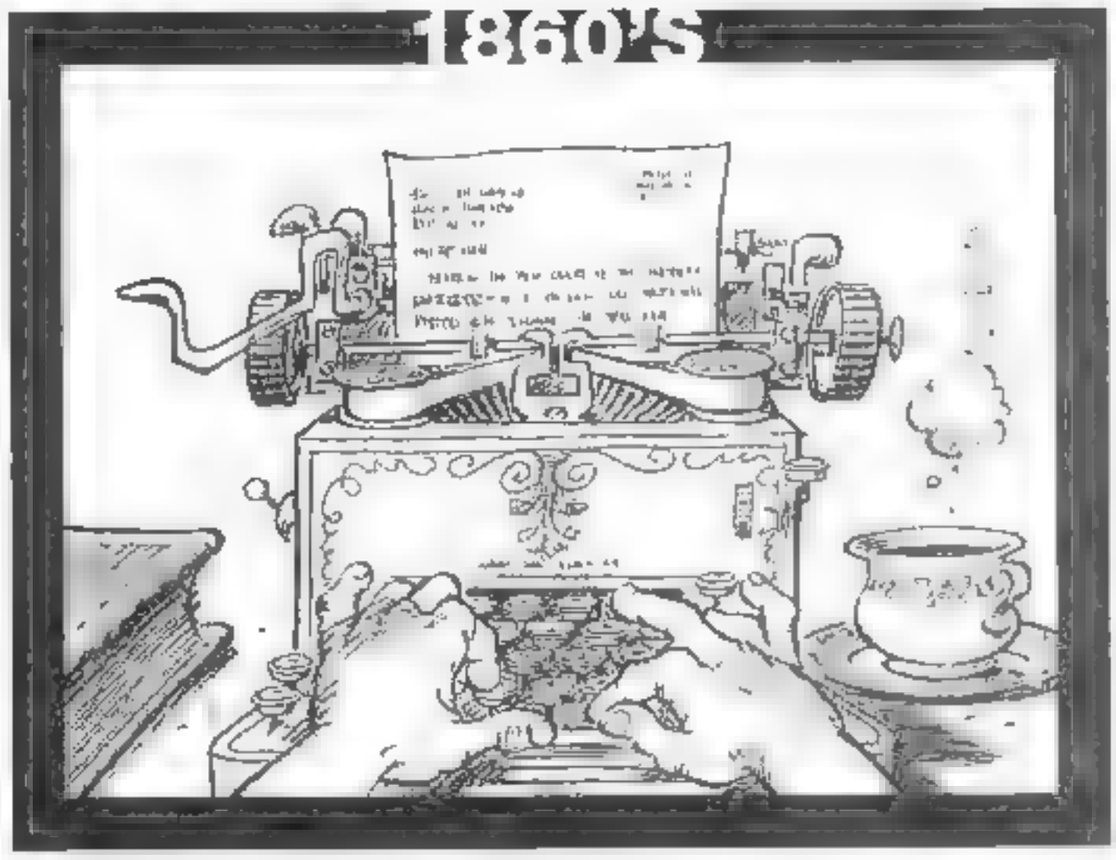
Lucky Trivet! It'll be the most lively conversation he's ever had with sleepWalker!

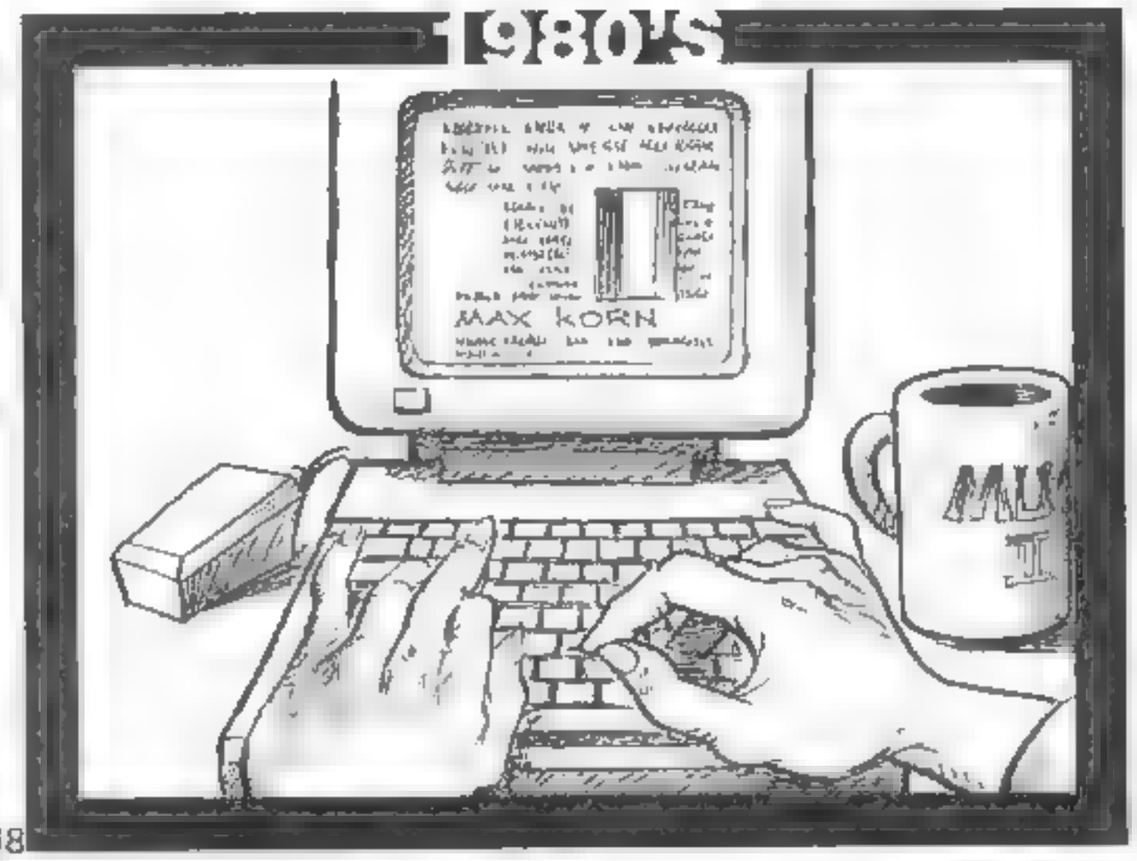
DO NOT TOUCH EXHIBIT

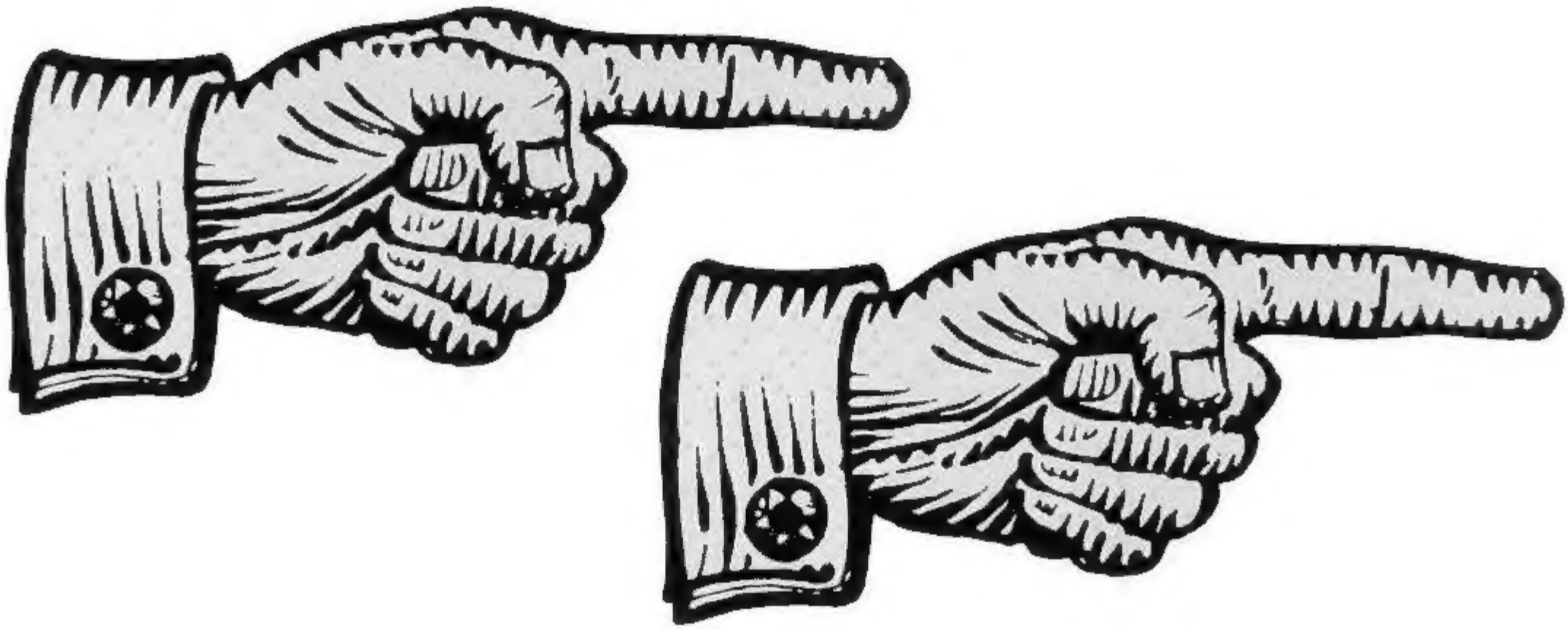
A MAD POINT TO PONDER: [illegible] the highest point on Earth

THE HISTORY OF COMMUNICATION

ARTIST: MORT DRUCKER WRITER: MICHAEL GALLAGHER

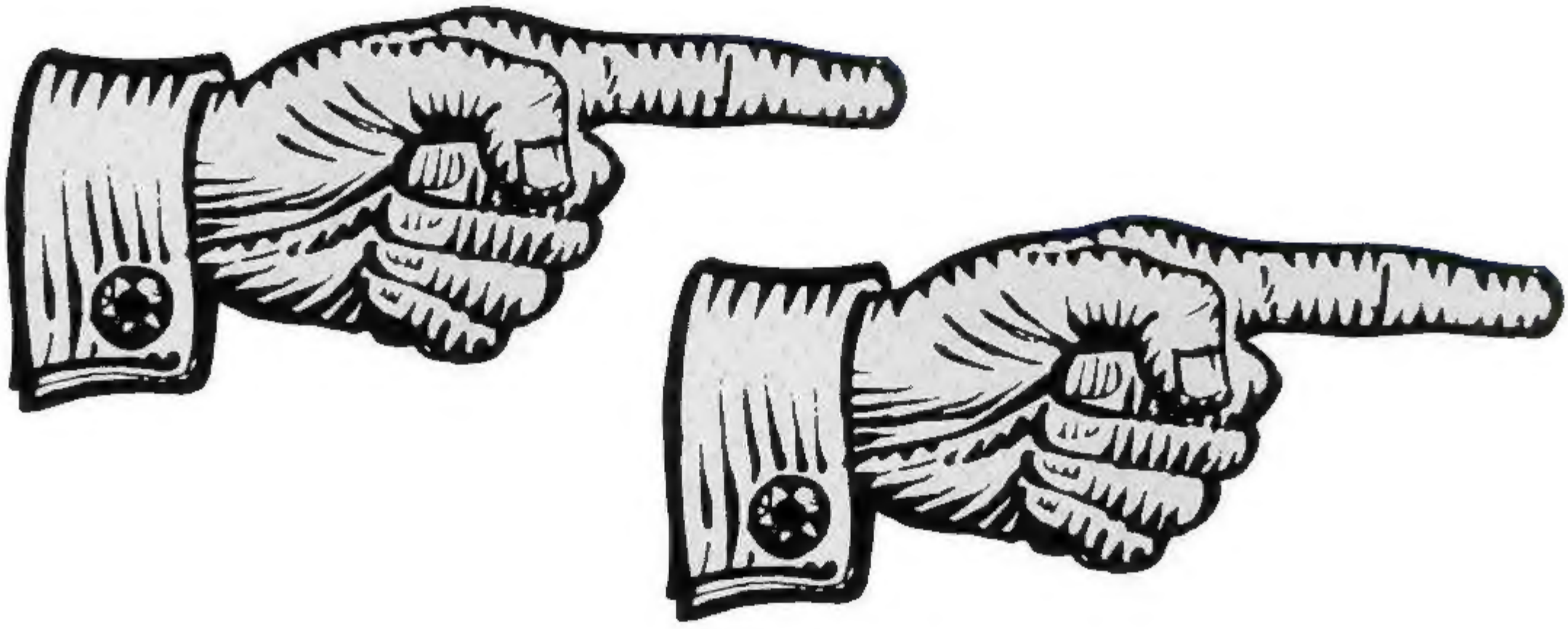






Nothing to see here!

Please skip ahead.



WHAT'S EMERGING AS THE GREATEST THREAT TO OUR NATION'S YOUTH?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

It is clear to everyone that today's youth has to deal with some pretty horrible things on a daily basis — guns in school, gang warfare, drug dealers and deciding if it's still hip to wear flannel shirts. To find out another horror that plagues our nation's youth daily, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀B FOLD BACK SO "A" MEETS "B"

ABUNDANT EVIDENCE SHOWS THAT TODAY'S PERMISSIVE SOCIETY IS HARMING OUR CHILDREN. IT IS PARTICULARLY TRAGIC FOR THE YOUNG WHO ARE ENTICED INTO AWFUL ACTS BY CRIMINAL ELEMENTS.

A ▶ ◀B

WHAT'S EMERGING AS THE GREATEST THREAT TO OUR NATION'S YOUTH?

FOLD PAGE OVER LIKE THIS!

A ◀B FOLD BACK SO "A" MEETS "B"

ABUSIVE

PAREN-
TS.

A ▶◀B

A TV Ad We'd Like To See

ARTIST: BOB JONES WRITER: J. PRETE